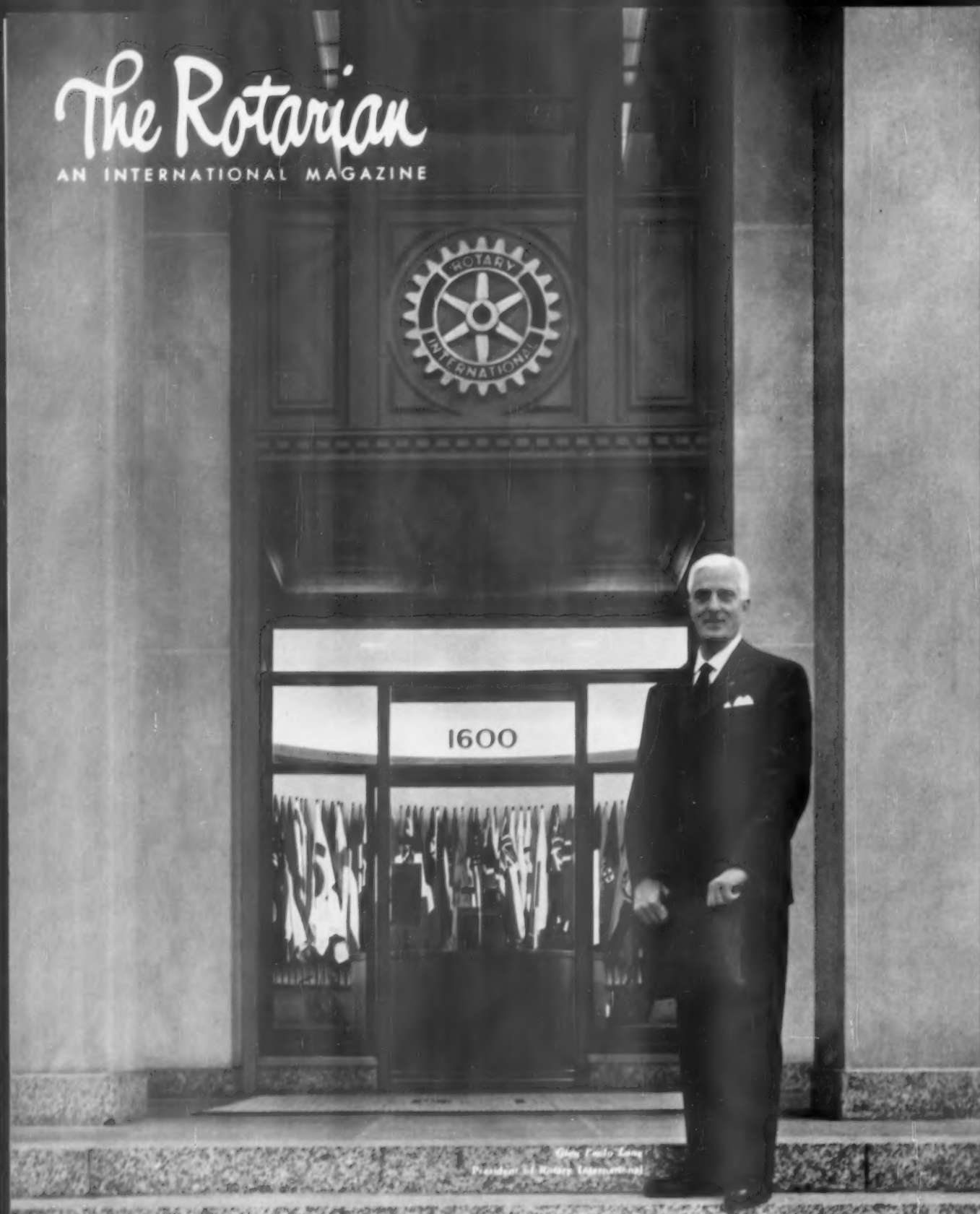
The Rotarian

AN INTERNATIONAL MAGAZINE



Gian Paolo Lang
President of Rotary International

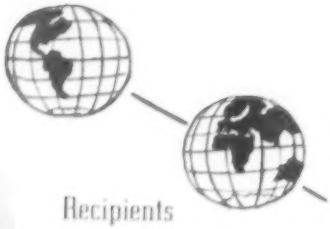
The Importance of Understanding
By GIAN PAOLO LANG

JULY · 1956

Opportunities South . . . By LUIS MACHADO

Report on Philadelphia

In LANDS around the GLOBE...



Recipients of Gift Subscriptions to **THE ROTARIAN and REVISTA ROTARIA**

. . . enjoy and look forward to every issue. These recipients have been selected by Rotarians in their own countries as men of goodwill who should know more about Rotary, and the subscriptions are donated by Rotary Clubs and individual Rotarians.

Are you sending such gifts too? It is both easy and inexpensive. Just send the names and addresses of each recipient along with:

$2.00 for each subscription delivered in the United States, Canada, or in the Pan American Postal Union.

$2.50 for each subscription to THE ROTARIAN *delivered elsewhere.*

$2.50 for each subscription to REVISTA ROTARIA *delivered anywhere.*

If you prefer, you may specify the country in which you wish the gift to be presented, and the Magazine Office will select the name of a worthy recipient.

The ROTARIAN

1600 Ridge Avenue
Evanston, Illinois

Your Letters

'We Bypass Constructive Things'

Says Howard J. Clyne, *Rotarian*
Store Manager
Miami Beach, Florida

The many points brought home by Dr. Ralph T. Collins in *We Hire the Whole Man* [The Rotarian for May] make us realize how we can bypass so many constructive things we are aware of and never put to good and practical use so often for the benefit of not only our firms, but for the general welfare and well-being of our associates and ourselves.

Re: 1957 Convention Information

By Kenn Reed, *Press Director*
Swiss National Travel Office
New York, New York

As a result of items and advertising appearing in The Rotarian regarding the 1957 Convention of Rotary International to be held in Lucerne and Central Switzerland, we at the Swiss National Travel Office have been receiving many queries daily for Convention information. Quite naturally we are happy over the response. However, I think I should say that we at the Travel Office are only in the position to pass on information on Switzerland. Perhaps you can help by publishing a note as to where information concerning the Convention and pre- and post-Convention tours for North Americans may be obtained.

Eds. Note: *Information about the 1957 Convention in Lucerne and Central Switzerland may be obtained from Rotary International, 1600 Ridge Avenue, Evanston, Illinois; information about transportation and tours for North Americans may be obtained from the office of the North American Transportation Committee, 649 Fifth Avenue, New York 22, New York.*

Footnote to Liberty Bell

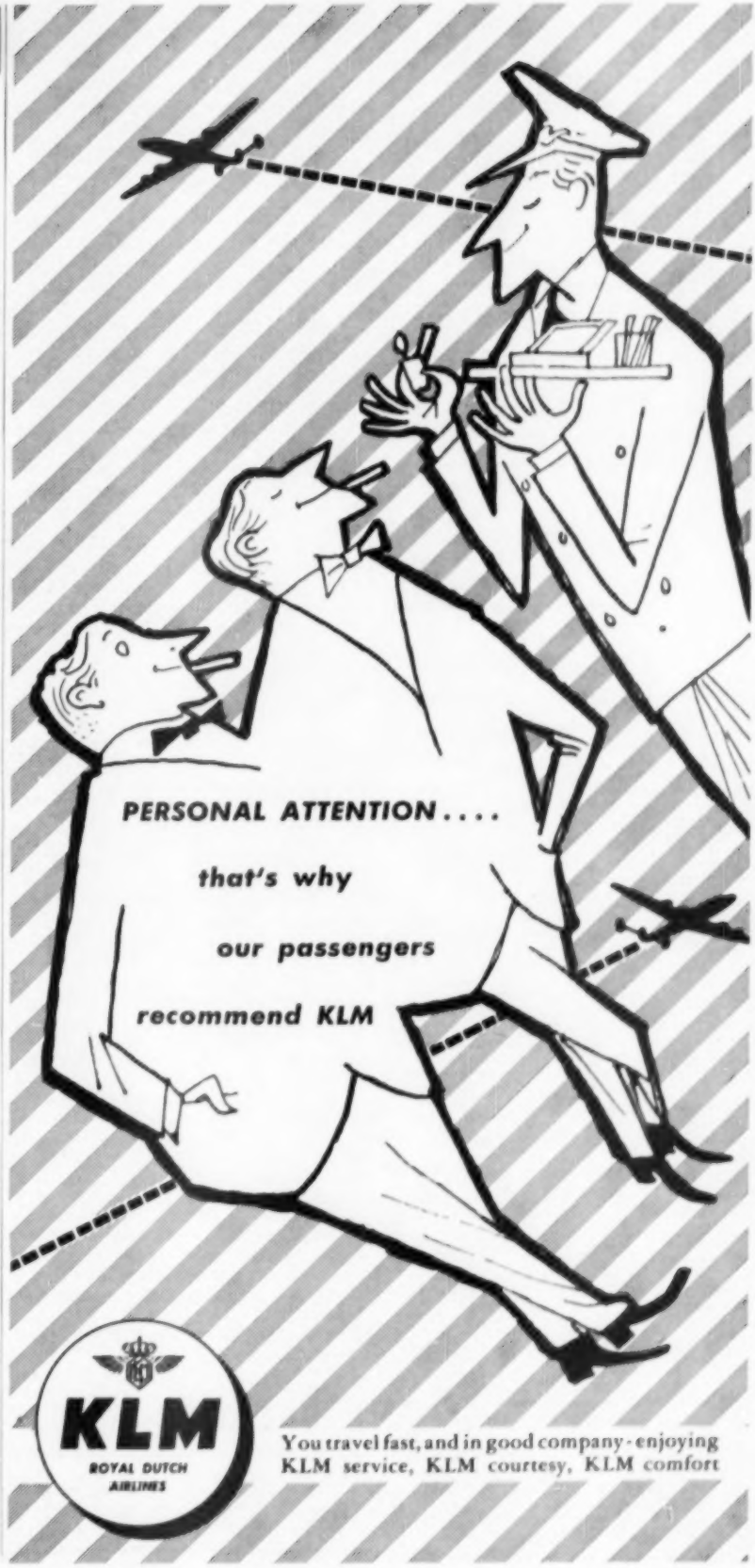
From Herman E. Snyder, *Rotarian*
Rabbi
Springfield, Massachusetts

Regarding the interesting article *The Story of a Bell*, by Chester D. Clark [The Rotarian for May], it might be noted that this bell was known as "The Liberty Bell" long before 1776 because of the Biblical inscription around the bell taken from the Bible (Leviticus 25:10): ". . . proclaim liberty throughout all the land unto all the inhabitants thereof. . . ."

Ambassadorial Couples Approved

By Grant B. Bursley, *Rotarian*
Insurance Underwriter
Warwick, Rhode Island

For some years now some of my best daydreams have been along the line of thinking suggested by Wallace F. Bennett in *Rotary: The Search for New Directions* [The Rotarian for April], especially the idea of ambassadorial couples who would leave their homelands for a few months and travel in other countries, getting to know the people, visiting in their homes, telling of their own lands. Only by the interchange of enough people will we be able



• You save time, metal, and money when you Stop Rust with Rust-Oleum. When you apply Rust-Oleum 769 Damp-Proof Red Primer directly over a sound rusted surface (after simple scraping and wirebrushing to remove rust scale and loose rust) its specially-processed fish oil vehicle actually *penetrates* through rust right down to bare metal, drives out the trapped air and moisture that cause rust! Rust-Oleum dries to a tough, colorful, protective finish that resists rain, sun, heat, fumes, salt air, and weathering.

Homeowners: Leading paint and hardware stores feature Rust-Oleum.

Industrial Users: Prompt delivery from Industrial Distributor stocks in principal cities.

RUST-OLEUM®

STOPS RUST

There is only one RUST-OLEUM
It is as distinctive as your own fingerprint. Accept no substitute.

Clip coupon to your business letterhead

RUST-OLEUM CORPORATION
2733 Oakton St., Evanston, Illinois

☐ Send me Rust-Oleum literature and color charts

☐ Nearest source of supply

to understand and help each other in any large degree.

My extension of Senator Bennett's ideas would be to have Rotary Clubs sponsor or co-sponsor a local competition whereby the whole community is involved, rather than just the limited membership of the Club. Publicity would be increased manyfold since the "ambassadors" would then have a responsibility to thousands of people. We would, in effect, be running the Rotary Foundation Fellowships idea on a mass scale, but with a social advancement rather than an academic outlook.

The Odds Were One to 371

Figures STEPHEN W. LEIGH, *Rotarian*
Alcohol Manufacturer
Tegal, Indonesia

With Rotary's 8,900 Clubs and only 24 Club banners displayed on the front cover of THE ROTARIAN for February, the odds are one to 371! Did we of the Rotary Club of Tegal sit up and take notice when we saw we'd made the grade? I'll tell the world!

The printer made a nice job of our banner: the four colored stripes running down the long side of the triangle (and symbolizing the four avenues of Rotary service) were admirably produced.

We're all hot and bothered about being so lucky and we wanted to let you know how happy and proud we are.

EDS. NOTE: *The odds were not quite that great, for not all Clubs have banners. They were great enough, however, and if Tegal is happy so are we.*

'Keep Torch Well Lighted'

Says SAMUEL J. HICKMAN, *Rotarian*
General-Merchandise Retailer
Lake Mahopac-Carmel, New York

One of the finest things the Editors have ever done was to give us such an inspiring introduction to Miss Patricia Ann Hochlowski, whose photo appeared on the cover of THE ROTARIAN for May and to whom was addressed a "letter" in *The Editors' Workshop*. Her face and features portray even more than the splendid characteristics you outlined. She personifies all our fondest expectations of youth, and we wish for her all life's richest blessings.

I could not refrain from saying a few words about the "letter" to Patsy at this week's meeting of our Club. I have since heard that others have done likewise in other Clubs. It is fitting and proper—yes, it even seems necessary—that we be continually reminded of youth. As Rotarians we have proclaimed we have a great interest there, but I somehow feel we fall far short of our goal most of the time. We become so involved in our various walks of life and their duties that we are prone to lose sight of that which we profess. We are somewhat like those who "walk in the woods but fail to see the trees." We need just what you have given us through Patricia.

I am sure thousands of others join with me in a "thank you" to the Editors for calling our attention to that to which we busy business and professional men have, through Rotary, committed ourselves. Let's keep the torch well lighted and lift it ever higher.

A Note about Patsy

From FREDERICK SPENCER, *Rotarian*
Past Service
Covina, California

When we of the Rotary Club of Covina learned that Patsy Hochlowski, whose picture appeared on the cover of THE ROTARIAN for May, lived with her parents less than three miles from our meeting place, we gathered up the "cover girl" and her mother and had them to a luncheon meeting. Also our guest was Vivienne Lapham, who took the transparency from which the cover photo was reproduced.

After luncheon, President Robert C. Smitter stood Patsy on the table [see photo], from which vantage point she bowed and smiled and waved—cuddling a woolly toy dog presented to her by the Club—and finally greeted the members through the microphone with a hearty "Hello, fellows!"

Photo: Moorman

Patsy, "cover girl," is Covina's guest.

A fine time was had by all—not the least by Patsy!

Antrim Article 'A Public Service'

Says SAMUEL B. MCKEE, *Rotarian*
Music-School Director
Hollywood, California

As president of the Hollywood School of Social Piano Playing for 37 years, I would like to endorse heartily what Doron K. Antrim writes in *How to Play the Piano in Ten Minutes* [THE ROTARIAN for April]. Our own booklet . . . starts off with teaching the adult beginner how to play familiar tunes by just learning the C and G7 chords, and a few minutes later adding the F chord.

In addition to the songs Mr. Antrim mentioned which could be harmonized with just the C, C7, and F chords, our adult pupils have fun learning such "three chord" favorites as *Good Night Ladies, Happy Birthday to You, Oh What a Beautiful Morning* from *Oklahoma!, Merry Widow Waltz, Roll Out the Barrel, Little Brown Church in the Wildwood, Sweet Hour of Prayer, What a Friend We Have in Jesus, Faith of Our Fathers*, and many more. Other "two chord" pieces [*Continued on page 54*]

THIS ROTARY MONTH

NEWS FROM 1600 RIDGE AVENUE, EVANSTON, ILLINOIS, U.S.A.

BUDDING YEAR. As a new administrative year in Rotary begins, new hands grip the reins of leadership in 9,000 Clubs, 248 Districts, and some 19 international Committees. Succeeding A. Z. Baker, of the U.S.A., to the Presidency is Gian Paolo Lang, of Italy, whose inaugural message and biographical sketch appear on pages 6–8. Taking office, too, are new members of Rotary's 1956–57 Board (see page 31), which held an interim meeting in Philadelphia following the Convention. New Governors are taking over the supervision of Clubs in their areas, and new Club officers are formulating plans for their year. Rotary's onward march in 1956–57 is assured!

CONVENTION. A memorable adventure in friendship came to more than 10,000 Rotary folks from 58 countries who gathered in Philadelphia for the 47th Annual Convention. The Philadelphia story—as much of it as can be compressed in some 20 pages of text and photos—is told in this issue.

ASSEMBLY. Another international Rotary gathering preceded the Philadelphia reunion: the International Assembly held at the Lake Placid Club in Essex County, N. Y., during May's last eight days. There the 248 new Governors pictured on pages 32–36 went through an intensive refresher course in Rotary, as told on pages 16–19.

MEETINGS.

Rotary Information Counsellors Institute for United States, Canada, and Bermuda	July 9–11	Evanston, Ill.
Magazine Committee	July 12–13	Evanston, Ill.
Program Planning Committee	July 16–20	Evanston, Ill.
Rotary Foundation Committee	July 23–24	Evanston, Ill.

CONVENTION PROCEEDINGS. Scheduled to come off the presses about August 1 is the "Proceedings" book, a 360-page account of the Philadelphia Convention. Handsomely bound in blue hard covers with gold lettering, it will contain addresses, legislative action, pictures of many Convention scenes, and sidelights on entertainment and fellowship, as well as the annual reports of the Secretary, the Treasurer, and the Trustees of the Rotary Foundation. To each Rotary Club will go a copy gratis; additional copies may be obtained at $2 a copy.

TRAVEL TIPS. New material to aid Rotary Clubs in furthering their service programs includes two "helps" pertaining to travel. One, a simulated passport entitled "Your Passport to Friendship," offers suggestions for the Rotarian traveller and helps him list the Rotary Clubs he intends to visit. To Rotary Clubs have gone copies of this pocket-sized folder; additional copies are available at 6 cents each. The other program aid is File Paper 708, "The Visiting and the Visited," its suggestions being for the traveller and his hosts. The paper is available at the Central Office upon request.

NOW IT'S 99! In the June issue was announced the 98th "Rotary nation": Jordan, an independent State in Western Asia. And now there's a 99th: Iran, with a Club in its capital city, Teheran.

NEXT: SWITZERLAND. Host to Rotary's 48th Convention will be Lucerne, Switzerland. The dates: May 19–23, 1957. Early plans include arrangements with 21 transatlantic steamship companies and air lines to transport North American Rotarians to Lucerne.

VITAL STATISTICS. On June 8 there were 9,089 Rotary Clubs and an estimated 431,400 Rotarians. New Clubs since July 1, 1955, totalled 322.

The Object of Rotary:

To encourage and foster the ideal of service as a basis of worthy enterprise and in particular to encourage and foster:

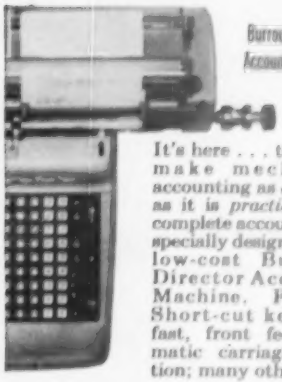
(1) The development of acquaintance as an opportunity for service.

(2) High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society.

(3) The application of the ideal of service by every Rotarian to his personal, business, and community life.

(4) The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

Here's a truly complete, mechanized accounting plan for every size business



Burroughs Director Accounting Machine

It's here . . . the way to make mechanized accounting as *economical* as it is *practical!* It's a complete accounting plan specially designed for the low-cost Burroughs Director Accounting Machine. Features? Short-cut keyboard; fast, front feed; automatic carriage tabulation; many others.

Burroughs accounting machines priced as low as $510.

—Send for FREE booklet!—

BURROUGHS CORP.
Detroit 32, Mich.

Please send me your new booklet: "A Complete Accounting Plan for Burroughs Director Accounting Machines."

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

BRONZE PLAQUES FOR LESS!

Our vast plant devoted exclusively to bronze tablet work gives you unsurpassed quality at lowest prices.

- HONOR ROLLS
- AWARDS
- TESTIMONIALS
- MEMORIALS

Fast mail service —Free sketches

Write for big illustrated Catalog **FREE** "Bronze Tablet Headquarters"

United States Bronze Sign Co., Inc.
570 Broadway, Dept. R, New York 12, N.Y.

QUICKLY FOLD OR UNFOLD FOR CHANGING ROOM USES

Mitchell FOLD-O-LEG tables

TOPS OF MASONITE PRESDWOOD • FIR & BIRCH PLYWOOD • LINOLEUM • PLASTICS

MAXIMUM SEATING MINIMUM STORAGE

STRONG, RIGID TUBULAR STEEL LEGS

Send for folder with complete specifications

MITCHELL MANUFACTURING CO.
2748 S. 24th St., Milwaukee 46, Wis., Dept. R

The Editors' WORKSHOP

THIS is our Convention issue. It gives you a sample of all that happened in Philadelphia. Gathered quickly during Convention week, the photos, captions, items, and text came together in our small temporary workshop in the Convention city—in time to close this issue a few days after the meeting ended. For the detailed story you will want to see the *1956 Convention Proceedings* available from Rotary International along in August.

THE ROTARY STAMP story seems happily to have no end. Here's a new issue by which Greece has honored Rotary's 50th Anniversary—the 26th nation to have done so. It is a 2-drachma stamp in blue; its wording across the top translates into "Firstly for Service." The issue went on sale in Greece on May 15 with the number to be printed set at 10 million. Readers who wish a more complete story about the Rotary commemoratives should turn back to *200 Million Honors*, by Pierre Yvert, in the June, 1955, issue, and *A Collector Looks at the Rotary Stamps*, by Burleigh E. Jacobs, in the January, 1956, issue.

OUT through the doorway pictured on our cover there stepped into retirement a few days ago a man who has served as an employee of Rotary International longer than any other person—40 consecutive years. He is Emerson Gause. There were only 15 men and women on the staff at Rotary's Central Office when Emerson, an Indianian, began his service in 1916. His first position was General Assistant to the Secretary, but in the four decades since he has been head of Service to Clubs; head of the Education and Publicity Department; Managing Editor, Acting Editor, Associate Editor, and Editor of THE ROTARIAN; member of the Editorial Board of THE ROTARIAN; section head in the Service to Clubs in United States, Canada, Newfoundland, and Bermuda Department; assistant head of the Program Department. Rotarians in many countries who have seen Emerson's versatility and culture and understanding make their lasting contributions to the shape and progress of Rotary will join his office colleagues in wishing him and his wife, Dorothy, a rich retirement and many happy days.

Krantzen

Gause

CONVENTIONERS in Philadelphia were surrounded by symbols of liberty—the Bell, the Hall, and all the rest. Many of them went to have a special look at still another symbol—the great French gift of Miss Liberty in New York harbor. There they learned of a project now under way to develop the unused space at the base of the figure into an American Museum of Immigration. The plan calls for assembling a permanent record of how immigrants and their descendants helped to build the United States of America. It seems appropriate to mention this when many Rotary folks from other lands are visiting the U. S., and when thousands of others will be thinking of the meaning of political independence.

Our Cover

OUR cover, as a line of type on it explains, depicts Gian Paolo Lang, of Leghorn, Italy, who on July 1 becomes President of Rotary International. You will find a message from him and a story about him just two pages over. The cover plates were made from an 8 by 10 ektachrome transparency exposed by Joe Zartea of Krantzen Studio, Inc., of Evanston, Illinois. The doors labelled "1600" lead, as readers know, to Rotary's Central Office on Ridge Avenue, in Evanston, where the President's office is located. May we suggest to readers who wish to frame the picture that the type lines top and bottom can be easily scissored away, leaving a square portrait of new President "Paul" before the portals of Rotary's world headquarters building.

—THE EDITORS

About our contributors

Machado

At 19, Luis Machado was a Cuban delegate to the Versailles Treaty conference. Since then he has held many diplomatic posts, including Cuba's ambassadorship to the U.S.A. He is now executive director of the International Bank for Reconstruction and Development. He is a Past Director of Rotary International.

Giacomo Zanussi, biographer of Rotary's new world President, holds the rank of general (retired) in the Italian Army. He represented Italy in World War II peace negotiations. An author of several books, he edits two publications for four Italian Rotary Districts. He is a member of the Rotary Club of Leghorn.

Zanussi

Since 1944, John T. Frederick has conducted the book department of this Magazine. He holds B.A. and M.A. degrees from the University of Iowa. He successfully combines college teaching, writing, and farming, doing the last on a 1,500-acre farm near Alpena, Mich. He is an honorary member of the Alpena Rotary Club.

Clark

A U. S. naval officer in World War II and the Korean conflict, Admont G. Clark heads the English department at the Massachusetts Maritime Academy. When not writing in his spare time, he works on an idea that has to do with plastics. "I may go broke," he says, "but I'll have had a lot of fun." He is married, has two children. . . . Roger W. Truesdail, conductor of *Peeps at Things to Come*, is an industrial chemist operating his own research laboratory in Los Angeles, Calif. A Rotarian, he likes fishing and flying. . . . Frances V. Rummell has been an "education writer" since she gave up teaching in 1940. . . . Harvey C. Jacobs and Robert A. Placek are staffmen of The Rotarian.

SUBSCRIPTION RATES: $2 the year in the U.S.A., Canada, and other countries to which minimum postal rate applies; $2.50 elsewhere; single copies, 25 cents; REVISTA ROTARIA (Spanish edition) $2.75 annually; single copies, 25 cents. As its official publication, this magazine carries authoritative notices and articles on Rotary International. Otherwise no responsibility is assumed for statements of authors. Any use of fictionized names that correspond to the names of actual persons is unintentional and is to be regarded as a coincidence. No responsibility is assumed for return of unsolicited manuscripts or photographs. THE ROTARIAN is registered in the United States Patent Office.
Contents copyrighted 1956, by Rotary International.
Entered as second-class matter at the Post Office, Evanston, Illinois. Additional entry at Chicago, Illinois.

IN THIS ISSUE

VOLUME LXXXIX JULY, 1956 NUMBER 1

This Rotary Month 3
The Importance of Understanding . . . . Gian Paolo Lang 6
My Friend: Gian Paolo Lang ..... Giacomo Zanussi 7
This First-Name Business (Debate)
I Am for It ..... Max Purnell 9
It Has Its Perils ..... Clifford Witting 9
Opportunity South ..... Luis Machado 10
They Spend to Save . . . Lives ..... Admont G. Clark 12
Jeepers! 14
A Governor Is Born ..... Robert A. Placek 16
Rotary Looks Ahead—
from Philadelphia 20
Meet Rotary's General Officers
for 1956-57 31
Meet Your New District Governor . . . . Harvey C. Jacobs 32
On the Square 37
Peeps at Things to Come ..... Roger W. Truesdail .. 41
Speaking of Books ..... John T. Frederick ... 42
Ahoy There, Matey! 49
There's a Long, Long Trail
—of Friendship 50
Futures in Dirt ..... Frances V. Rummell .. 52
Other Features and Departments:
Your Letters 1
The Editors' Workshop 4
Rotary Reporter 44
Take a Page from El Paso ... 47
Rotary Foundation
Contributions 55
Bedrock Rotary—Additional
Active Member and Honorary Membership 56
A Different Man 56
Postal Note 59
Hobby Hitching Post 62
Stripped Gears 64

The Rotarian Magazine
is regularly indexed in *The Readers' Guide to Periodical Literature*
Published monthly by Rotary International
President: Gian Paolo Lang, Leghorn, Italy
Secretary: George R. Means, Evanston, Illinois, U.S.A.
Treasurer: Richard E. Vernor, Chicago, Illinois, U.S.A.

Magazine Committee Members
Charles E. Dearnley, Philadelphia, Pennsylvania, U.S.A. (Chairman); Alejandro Garreton Silva, Santiago, Chile; Lloyd Hollister, Wilmette, Illinois, U.S.A.; Dan A. Hopper, Irvington, New Jersey, U.S.A.; Chesley F. Perry, Fort Myers, Florida, U.S.A.

Editor: Karl K. Krueger Associate Editor: Ainsley H. Roseen
Business Manager: Raymond T. Schmitz Advertising Manager: Walter R. Buell

Editorial, Business, and General Advertising Office: 1600 Ridge Ave., Evanston, Illinois, U.S.A. *Cable Address:* Interotary, Evanston, Illinois, U.S.A. *Telephone:* DAvis 8-0100. *Change of Address and Subscriptions:* Mail all correspondence to address above. When ordering change of address, allow one month and please furnish old as well as new address, including postal-zone number if you have one.

A message from Rotary's new world leader on

The Importance of Understanding

By GIAN PAOLO LANG

SINCE that memorable night last January when the Nominating Committee for President of Rotary International telephoned across the Atlantic to inquire whether or not I would accept its nomination, I have been thinking deeply about which might be the best objectives I could choose for my year.

Indeed they were not new thoughts, as for years I had been giving much consideration to several matters which, in my opinion, need more attention in Rotary. I came to the conclusion that it would be an extremely good thing if, rather than emphasizing the importance of increasing the number of Rotarians as we have in recent years, I might now stress the absolute necessity of increasing and deepening the knowledge of Rotary in all Rotarians.

In fact, we must admit that there are many Rotarians in many parts of the world who do not fully understand the organization to which they belong.

I am convinced that a strong effort should be made toward a better Rotary education for these friends of ours, as we cannot expect them to put their hearts and souls into Rotary without knowing it intimately. The following illustrates what can be achieved. It strengthened my own enthusiasm for Rotary.

I am referring to a certain Rotary Club which, until several years ago, was far from operating satisfactorily. Its members were not friendly; attendance was poor; there were no lectures or speeches at its meetings; briefly, everything in that Club helped to push the Rotary spirit away from it.

Then a new President was elected. He happened to be a man who was a keen follower of Rotary's ideals. He spoke separately to each member, telling him how much good he could find in Rotary, and in a short time he succeeded in stirring a real interest in the Club. He was able to transmit to the members a good deal of his enthusiasm. In a short while everything changed: fine fellowship prevailed, a high attendance record was established, the members were happy to meet their colleagues.

This shows what a really capital help to our cause a man can be—a man who is fully informed about Rotary and who feels deeply its spirit.

I believe that Rotary is basically a simple thing, and that we may be in danger of losing sight of the real Object of Rotary because we become engrossed in exterior forms and procedures. We must try to free ourselves from unnecessary overstructures, reclaiming the fundamentals of our organization. Let us be simple, for the simple way is often the best.

I recall the case of a very high managing official of a certain industry who was once approached about becoming a Rotarian. His position was one that commanded attention and respect, and I daresay that he was fully aware of this—and showed it.

He accepted the Club's invitation, but at the beginning his attendance was very irregular. Obviously, he thought himself too important to mix with "ordinary men in the street." He thought that sitting next to a Rotarian of what he considered a "less dignified" classification than his own was something of a disgrace for him.

He continued to read his Club's bulletin, however, and slowly but steadily he commenced to find out that, after all, these Rotarians were meaning to do good. His attendance improved, and he was fortunate enough, each time, to sit next to outstanding Rotarians—simple, modest men whose behavior fascinated him.

Slowly he began to realize that he had been thinking too much of himself, and that indeed there are in this world many other fine people who stimulate an attraction on themselves for their naïveté. His egotism started to come down, and in a few weeks he found himself completely changed.

You see, Rotary had done it—had taught fellowship and humility to a man who did not possess them.

Another pillar of Rotary is its international side. I am fully convinced that Rotary has a unique opportunity to contribute to the cause of peace. We have at our disposal all the necessary means; we can and we must make a serious effort to foster understanding and goodwill among men of different nationalities. Let us remember that the world we live in, with all its difficulties, is something like a gigantic time bomb. It can explode at any minute!

Rotarians must help to avoid such a catastrophe.

After each of the great wars, there have been tensions which hung on. Several Rotary Clubs even refused to accept visiting Rotarians from certain "former enemy" countries. In time, however, these wounds have healed—and the healing processes have been more rapid within the framework of Rotary.

Do you remember Paul Harris' speech at the Nice Convention in 1937—when he said, "In Clubs in the Far East, representatives of a score of races and a dozen religions have for the first time in history been brought together. Before the day of Rotary such things were considered impossible."

Well, what does all this mean? It means that we must know each other better; it means that only as a result of acquaintanceship can we build friendship. When people are friends, I go as far as to say that even wonders can be achieved!

In conclusion, I summarize "our targets" for the Rotary year 1956-57 as follows:

1. Keep Rotary simple.
2. More Rotary in Rotarians.
3. Learn more about each other.

If our efforts are successful, we shall have the satisfaction of contributing ever more toward the establishment of peace in this so perturbed world.

Therefore I earnestly invite all Rotarians to join in trying to accomplish our targets.

My Friend: Gian Paolo Lang

By GIACOMO ZANUSSI
Rotarian, Leghorn, Italy

A friendly glimpse into the life of Rotary's President for 1956-57.

Rotary's First Couple: Gian Paolo and Valentina Lang, of Italy.

EVERYONE of us has a certain "something" that sets him apart from everybody else. Our new President has two such essential traits, which define and shape his personality: great simplicity and deep conscientiousness.

If there is a man who is far from everything that is artificial or affected, alien from everything that is theatrical, who is moderate in his way of thinking, in his words, ideas, and gestures, that is Gian Paolo Lang.

If there is a man who is an enemy of what is superficial or approximate, who takes things to heart —his duties as a man, as a citizen, and as a worker— that, again, is Gian Paolo Lang.

This explains why he has found in the simple enunciation of Rotary principles not only an ethical and social guide, but also something wholly akin to his soul and to his mentality.

It also explains why, after having been convinced of their goodness and genuineness, he has felt that it was not enough to limit himself to believing and operating in the wake of those same principles, but, different in this from the many who are satisfied with fine words and appearances, he found it necessary to expand, serve, and defend them: in other words, he devoted himself to them heart and soul.

Does this mean that he is an ascetic or an apostle and for this very reason a man outside the reality of things? Nothing of the kind. Gian Paolo is quite a practical man; he is at the head of a firm requiring a practical mind and not mysticism. He is a happy husband, father, and grandfather; he is a hospitable and affectionate friend. He belongs to that small number of people who, once they have accepted an obligation, fulfill it to the end. Being used to thinking and acting seriously, he does not understand any other way.

I shall add that Gian Paolo has been favored by nature with an appearance which is in itself an excellent introduction. He is tall and upright with snow-white hair, blue eyes, a friendly smile, and an easy, youthful bearing.

For all these reasons he is well liked, and everyone of us, even when meeting him for the first time, feels that he is a friend.

Born in Leghorn from a Trieste family, his youth was no different from that of most young people of that time. The Lang family was rather well known in Italy, because one of its members, Gian Paolo's

uncle, Commander of the King's Guards, saved King Victor Emmanuel III's life and was seriously wounded when shielding him with his own person, when an attempt was made on his Sovereign's life.

When still very young, Gian Paolo was sent by his father to Kenya, where his two married sisters lived. He spent about ten years there, working with a commercial firm and he also acted as honorary secretary at the Italian Consulate in Mombasa.

He came back to his native town to work in partnership in his father's firm, of which he is manager today. He married Valentina in 1923 and they had three children—two boys and a girl—and the family lived a happy, normal life until the beginning of World War II. Compelled to leave their home because of the forced evacuation of their town, they went through some very hard times. Not only had they to leave their house and all their belongings, but Gian Paolo's work stopped, of course, as his firm exported Italian produce to different parts of the world.

"Paul" in '17—when he lived in Kenya Colony.

They lived for a few years in Northern Italy—all but the eldest son, Marcello, who, having been called to the colors, was taken prisoner by the Germans with all the cadets of his course. Luckily for him, after two years' captivity in South Tyrol, he was invited—owing to his knowledge of German and English—by Austrian partisans whom he had meanwhile joined, to go and meet the advancing American Army, in order to surrender to them the Valley of Zillertal. So it was that near Jenbach he presented himself to Colonel Fellenz of the 42d Division (Fightin' First Battalion, 222d Infantry, Rainbow Division), joined the Battalion, and served for several months as interpreter.

At the end of the war, Gian Paolo and family returned to Leghorn and were lucky enough to find their house, though completely looted, still existing, notwithstanding the terrible state of the town.

Gian Paolo was able, after a while and amongst the greatest difficulties, to build up his business again, in which his two sons have now joined him.

Meanwhile in several parts of Italy former Rotarians were trying to reopen the Rotary Clubs that had been closed since 1938, and Gian Paolo was charged by Governor Achille Bossi to reëstablish the Leghorn Club, of which his father had been cofounder in 1925. He was made President of the Club and was able to obtain from General Lee (then Commander of the Allied Base of Leghorn) the use of the rooms for the members to meet: no easy matter then considering the very special conditions of the town. It was General Lee who gave the Leghorn Rotary Club, also on behalf of English and American officers, a beautiful bell which is still being used at every meeting.

Photo: Associated Press

The President of the Republic of Italy, Giovanni Gronchi, congratulates Gian Paolo Lang on his latest Rotary honor.

In 1949 Gian Paolo was elected Governor of the 87th District and in following years he was a member of the Aims and Objects Committee, a member of the Board of Directors, a member of the Nominating Committee for President, Vice-President and President of ENAEMAC, First Vice-President of Rotary International. He has often represented the President at District Conferences in several European countries.

This is more or less the life story of our President: a simple life, without exceptional happenings or spectacular moments. A life of perfect honesty, of intelligent and arduous work, of constant dedication to his family and to his social duties, of ever-growing attachment to the cause and to the ideals of Rotary.

In these times when most men try not "to be" but "to seem," here is one man who only wishes "to be"; a man who, strong in this enviable and invincible strength, is preparing himself with dignity and humility to be the leader of our world fellowship for next year, wishing above everything else to be its most devoted, passionate, and disinterested servant.

This is the reason why we rejoice in and wholeheartedly approve the unanimous designation with which Rotary International has honored him, by selecting him for our President for 1956-57.

The family gathers in Leghorn. With Gian Paolo and Valentina Lang are their three grandchildren, two sons (left and center), daughter (left), daughter-in-law, son-in-law (right).

¿Qué dice don Pepe? Bonjour, cher ami, Nicolet!

This First-Name Business

Como está Amarante?

I Am for It

States Max Purnell

Insurance Underwriter; Rotarian, Canberra, Australia

AT SCHOOL when accepted, I was called "Buster," but in moments of hostility it was "Stinker." When I was unable to deal with the opposition, my refuge lay in speed, shouting as I ran, "Sticks and stones might break my bones, but names can never hurt me." Some names *did* of course hurt, because we are sensitive about what people call us, unless of course we are in the political field, where no barb can, or should, penetrate!

Starting work at 17 in a city office, I was called "Mister" and first names were taboo. Forming friendships became a slow business, and following this conservative atmosphere I was surprised when staying in the Australian bush to hear children of 6 calling men of 60 quite naturally by their first names. At one place a certain farmer Jack said he would lend a certain farmer Jim £200 and agreed to pay it into Jim's bank account. Although Jack had known Jim for many years (witness the loan), he found when making the deposit that he didn't know Jim's surname! Fortunately it was the only bank in the town. This free use of first names is a natural feature of country life and creates that atmosphere of friendship for which the bush is so renowned.

"It's a feature which could be emphasized in city life where business associates are called "Mister" for years. The longer the surname is used, the harder it is to change to the informal address. Most of us are happy at introductions when first names are used from the start. The slogan "I like Ike" in the last American Presidential election campaign was good psychology.

In Rotary some find the first name a hurdle, hence mutterings of "my friend," or "old boy," etc. One such person in my Club in Canberra some years ago was speaking to two of our distinguished members, Sir Robert Garran and Sir George Knowles. He did not quite know what to call them, and on parting compromised, rather neatly, with "knight knight!"

We all want friendship, and it's heartwarming to feel the intimacy which comes with the use of our first name. It's worth the effort the "first time." In Rotary it strengthens our fellowship, in business it promotes good relationships. I believe Adam and Eve were quite happy to have just first names!

● **Do you like the practice, widely cultivated by Rotarians in many parts of the world, of calling just about everybody—old friends and brand-new ones—by first names? Here in our debate-of-the-month you will find two differing points of view. What do you think?—*Eds.***

It Has Its Perils

Warns Clifford Witting

Author and Journalist Rotarian, Carshalton, England

"HYAH, Dave!" Had Stanley used that greeting at Ujiji, posterity would have lost that imperishable inquiry, "Dr. Livingstone, I presume?"

Our great-grandparents addressed each other as "Mr." and "Mrs.," even (or so it is said, for there is no direct evidence) in the privacy of the bedchamber. With the next generation the rot set in; our grandfathers fell into the habit of beginning their proposals of marriage with "Miss Featherswick--or may I call you Edith?" Today the young man asks, before going around to arrange for the reading of the banns, "By the way, Edie, what's your surname?"

There is a man in London with whom I correspond. His first letter began, "Dear Sir," which as time went by became successively "Dear Mr. Witting," "Dear Witting," "My Dear Witting," and "My Dear Clifford Witting," beyond which last delicate unbending he has not gone in this 20 years.

In contradistinction is the Rotarian who met me last week for the first time and today clouts me between the shoulder blades with a boisterous, "Well, if it isn't Cliff!" and makes me choke over my soup. Apart from the consequential damage to my clothes, I cannot but esteem this fellow less than my London correspondent.

One is prompted to ask why in Rotary—and in business generally—we so speedily reach the Tom, Dick, and Harry level. Is it because it is far less effort to remember Tom than Gawkroger, Dick than Fothergill, or Harry than (which Heaven forfend) Snatchknuckle? How many men do we call "Mac" because we cannot be bothered to remember whether it is "intosh" or "alister"? And consider your embarrassment when a buddy of many years' standing has to be introduced to your wife as "Mr. Um-ah."

Consider too the effect of haphazard nomenclature on the visitor from another Club or, more important still, the new member, for he is a sensitive plant, liable to wither and die if not looked after. How does he feel during those early weeks of membership as first names are bandied about among those around him? Will he venture to follow their example and address his neighbor as "Tugby" or asked to be passed the Worcester sauce, please, Dan? Probably not. More likely he will call them "Rotarian This" or "Rotarian That," and so gain a reputation for stand-offishness. Again, he may be touchy about his own first name (some parents can be very tactless), so that free use of it may give him grievous offense. In either event a good man may well be lost to Rotary.

It is not, I think, too unreasonable to suggest that we follow the advice of Polonius to his son Laertes: "Be thou familiar, but by no means vulgar."

OPPORTUNITY SOUTH

A vast and abundant land throbbing with growth and promise, Latin America is still today one-third unexplored.

By LUIS MACHADO

Executive Director for 12 Latin-American Republics, International Bank for Reconstruction and Development; Rotarian, Havana, Cuba

OF ALL the major regions of the world throbbing with new development, which, would you say, is growing fastest?

Yes, the answer is Latin America—where the traditional processes of development are being incredibly short-circuited, where the burro and the cart are being replaced by the airplane.

The population of Latin America—now 180 million—has already exceeded that of the United States, and it is growing at the unprecedented net rate of 2.5 percent a year. At this rate we should have 300 million people in Latin America by 1975, and 500 million by the turn of the century—doubling, by then, the estimated population of the United States and Canada.

Despite our population growth, our rate of production increase—5 percent—is resulting in an overall increase of 2.5 percent in per capita output. This compares with an average annual per capita growth of 2.1 percent in the U.S.A. during the period of 1869-1952. A long-sustained production increase at the present rate will accomplish wonders in Latin America.

Latin America, a region of 20 independent republics and a few European colonial territories, occupies an area two and one-half times the size of the United States. Here you will find the longest and the second-highest mountain range in the world, the Andes; the largest river in the world, the Amazon; the highest navigable lake, the Titicaca; one of the largest waterfalls bounding on three countries, the Iguazu; and the highest waterfalls in the world, Angel's Falls in Venezuela.

This vast and abundant land is the world's largest producer of beef, coffee, sugar, cocoa, tropical fruits, silver, copper, and manganese. It is also one of the largest producers of wheat, corn, cotton, wool, fibers, timber, iron, aluminum, sulphur, zinc, lead, chromium, nickel, mica, and petroleum. It is the largest customer of the United States, from whom we purchased and paid for goods in 1954 in the amount of $3,286,300,000; and its total international trade last year exceeded $14,500,000,000.

And yet, despite these impressive figures, *one-third of our region is still virgin and unexplored*, and less than one-half of our land is in actual production. What the natural resources of Latin America might amount to when fully developed simply escapes the wildest imagination!

The economic development currently taking place in Latin America is truly spectacular. Our technological progress permits us to apply to production, conservation, and distribution techniques and processes unknown a century ago. And, in addition, we can count on the financial resources and facilities of institutions such as the World Bank, the Export-Import Bank, and the new International Finance Corporation now in process of organization.

Cities such as Buenos Aires, Rio de Janeiro, Mexico City, Havana, Montevideo, Santiago, São Paulo, and Lima—with their millions of inhabitants—would hardly be recognized by anyone who has been away from them a few years. Two hundred new houses are being built every day in São Paulo alone in an effort to meet the acute housing shortage. How Caracas, Venezuela, has miraculously emerged from the jungle as a modern city with skyscrapers, office buildings, apartment houses, magnificent hotels, golf clubs, wide boulevards, and superhighways is a story that amazes architects and engineers all over the world.

Sanitation, preventive medicine, and better nourishment have eradicated yellow fever, malaria, and tropical diseases from our lands. An intensive educational system, coupled with our excellent colleges and our universities—some of them older than Harvard in the U. S.—is preparing new generations to take their place and do their duty in the

A VOCATIONAL-INTERNATIONAL SERVICE FEATURE

Illustration by William James

common task of developing natural resources and maintaining democratic institutions.

It is impossible to describe what an enormous market Latin America will become within the next few years. Not only is the population increasing at a very high rate, but also the remarkable improvement in the economic level of the people tends further to increase consumption of all kinds of goods and services and to enlarge the Latin-American market of the future.

Within the next few years the beautiful isolated cities of Latin America will be interconnected by modern highways, roads, and railroads. These new means of transportation and communication will open up for production new virgin territories. Hotels, motels restaurants, playgrounds, and vacation resorts will be sprinkled along their routes. The growing population will require millions of new homes. More people with more money in their pockets will need more food, more clothes, more shoes, and more of all the necessities of life. More children will demand more schools, more colleges, and more universities. With their standard of living constantly improving, housewives in Latin America, as elsewhere, will insist on having all the modern conveniences.

Everyone who can afford it will want an automobile, and quite a few will have private airplanes. Air conditioning will become a common building requirement. These needs will give rise to new industries, to new trades, to new employments, to new developments. Cities will need more water, more sewage-disposal systems, more power, more telephones, more recreational facilities. It has been estimated that Brazil alone will need in the next 20 years a billion-dollar expansion in electric power generating capacity.

Why, someone may ask, with so many attractive opportunities has investment been rather slow in Latin America? I believe that, aside from the fact that investors have generally found their opportunities within their own countries, the slowness of investments in Latin America is largely due to ignorance about our countries and lack of information on our real investment possibilities.

I sometimes meet people who are afraid to deal with Latin America. Latin America, they say, is a land of physical and political instability, of recurring crises, where no one can be sure that a loan will be paid back.

True, Latin America is no exception to the rules of Nature. Anyone afraid of hurricanes, earthquakes, floods, droughts, lightning, and volcanoes had better stay out of Latin America, because we have, as most all areas of the world, our fair share of these natural phenomena.

And political upsets?—they are part of the climate of Latin America. Not [*Continued on page 59*]

THEY SPEND TO SAVE . .

Seconds count in the dramatic cutter-air rescue service of the U. S. Coast Guard.

By ADMONT G. CLARK
Lieutenant Commander, United States Coast Guard Reserve

"ALL HANDS! Abandon ship!"

Coolly, automatically, the ten-man crew of the stricken Navy bomber broke open the emergency hatches around the cabin windows and climbed out—into the middle of the Atlantic Ocean.

This is the moment. This is when dollars plus training equal lives saved. Those men knew there was nothing to fear. But why?

To find out we must travel back many lifetimes of rigid and careful training, but only exactly one hour and 30 minutes of actual time.

At 9:05 A.M. Eastern Standard Time on a dismal February day some two years ago this message flashed out over the Atlantic:

OCEAN STATION ECHO — THIS IS NAVY 9357—I AM RETURNING TO BERMUDA — HAVE ONE ENGINE OUT AND AM LOSING ALTITUDE — REQUEST RADAR FIX AND CONTINUOUS BEACON. OVER.

Lieutenant Commander James R. Bird, U.S.N., pilot of the crippled plane, was sweating it out. It was a long, *long* way to land. One engine had quit. Ten men were aboard, ten men whose lives, measured in dollars *alone*, were worth more than you might think.

"Hey, Mac," he called on the "intercom" to his plane captain, John C. Macdonald, aviation mechanic first class, "how does she look to you?"

"Not good, skipper. I'd say we've *had* it." The reply clinched the decision. Those lives, worth almost a cool million dollars to replace, were at stake.

Within minutes the far-flung rescue net of which Ocean Station Echo is a part went into action. The word flashed out on teletype from the Coast Guard's Search and Rescue Control Center in New York. Direction finder stations along the coast pin-pointed the plane's position. Sixteen minutes later an Air Force B-29 based in Bermuda was airborne to meet the cripple. A Coast Guard Mariner seaplane took off, ready to land far at sea if necessary. Lives are worth more than airplanes, and the loss of original investment, training of replacements, and payment of insurance and pensions total up to almost that cool million I mentioned.

But the Coast Guard cutter *Coos Bay* was closest. She hauled around and steamed at top speed toward the spot where plane and ship would meet.

Just that morning she had relieved the cutter *Duane* on Ocean Station Echo, a 100-square-mile patch of water halfway between Bermuda and the Azores. She would bounce around out there for 30 days doing her routine job: gathering weather information, acting as a beacon for planes and ships, answering distress calls. She shared this duty with five other cutters, spread out at lonely intervals from Greenland south to Bermuda.

Manned at all times, these stations cost about a million dollars per ship annually. That represents tax money. But the U. S. Department of Defense considers them so important that the Coast Guard is being reimbursed for op-

Distress call! The position of a stricken patrol bomber, far out over the Atlantic, is plotted by a control center in New York (at far left). . . . The cutter Coos Bay *races to the area. . . . Ninety seconds after ditching, the plane snaps in two and sinks. Six survivors huddle in the raft, four men are in the water. The* Coos Bay *launches a boat and stands by. . . . Eight minutes later, eager hands help the airmen aboard. All hands are safe!*

Photos: U. S. Coast Guard

erating a number of the cutters needed. Why? Because they spend to save—human lives. Or put it another way: dollars plus routine equal lives.

And on the *Coos Bay* the routine had begun—the endless acey-ducey games in the chiefs' quarters; cooks lighting off the galley stoves in the early-morning dark; the grousing about night rations and the coffee so thick you can lean a spoon against it; stumbling up on deck at 3:30 A.M. to relieve the watch; emergency drills at all hours.

Collision drill—the blat of the general alarm — the wail of the siren tearing sleep to shreds . . . half-dressed men tying on life jackets as they run through darkened passageways . . . repair parties . . . water-tight doors clanging shut, dogged down . . . and at last the welcome word "Secure." Routine.

And now it paid off. Moments after that first MAYDAY (distress signal) the whole ship was alert, probing sky and ether with electronic fingers, searching for those valuable ten men. The radar men strained for that first green dot on their sets that meant the plane.

"Bridge—CIC (combat information center). Contact bearing zero two six, range four five miles." They'd found her. Quickly the patrol plane was notified.

A quick acknowledgment from radioman Joseph K. Smith on the plane—and then a few minutes later the message turning routine into emergency: RETURNING TO DITCH CLOSE ABOARD.

"Now hear this! All hands to ditch and rescue stations!" Men boiled up out of hatches in that ordered confusion that every seaman recognizes, when each man has a certain job to do right *now*. Acetylene cutting torches went into the boats, with fire axes, stretchers, grappling hooks—everything they might need to pull ten men from a sinking airplane.

"All right, you guys!" the boatswain's mate shouted. "On the double with that gear."

"Heave round." The boats swung slowly out of their cradles and over the water.

"Cast off gripes." Boats ready to lower to the water.

Amidships, cargo nets along the rail were unlashed and let roll down into the water, where survivors could cling to them. Men climbed into grotesque frogman suits, ready to swim to help men too weak to reach the nets.

"Bridge—CIC. Lost radar contact."

The terse words brought a sudden hush to the bridge.

Maybe she hadn't made it.

Maybe she'd had to ditch 38 miles away. An anxious radio query brought the calm answer that they were still limping along.

"Bridge — CIC. Contact regained." The plane had been so low that she was below the radar horizon, but now the little green spot standing for ten lives had reappeared on the radar scope.

The quartermaster was busy logging the weather: 35-mile-an-hour winds, seas ten feet high. Not good [*Continued on page 60*]

AN INTERNATIONAL SERVICE PICTURE

Ride 'em, cowboy! A California quartette bounces merrily along.

JEEPERS!

HIGH in California's Sierra Nevada mountains, two completely happy anglers broke out their tackle. "Bet there hasn't been a soul here in months," said one as he chose a feathery fly. "Too rugged."

His companion surveyed the surrounding crags and nodded. Then a hum, rapidly increasing to a roar, echoed from the rough flanks of Devil's Peak and thundered over their ears. Seconds later, a long line of jeeps, like a great mechanical worm, crawled over a near-by granite ridge.

What the baffled fishermen were witnessing was a bit of motorized fellowship known to Californians as the Jeepers Jamboree — an annual bouncing trek across the jagged terrain of Devil's Playground, from Georgetown in El Dorado County to Lake Tahoe on the Nevada-California line. The 1955 trip, of which I write, brought out 130 jeeps and 430 husbands and wives, singletons, couples, foot-loose mountain mavericks, teen-age adventurers, some from as far away as Ohio, and jostled them merrily together in one of the ruggedest trips ever attempted by anything on wheels. This month brings the 1956 Jamboree.

Sponsored by the Georgetown Divide Rotary Club, the Jamboree procession threads for more than 60 miles up mountains, around boulders, and across meadows . . . and four miles an hour is fast much of the way. The caravan carries mechanics in case of mishap. Two jeeps are radio equipped.

All day Saturday the safari creeps along a torturous route to Rubicon Springs. There all pitch into a feast prepared by the Growlersburg V.F.W. Post. An evening of entertainment, fellowship, and singing in the exhilarating atmosphere of a mountain meadow is the high light of the outdoor week-end.

Early next morning the adventurers ease into their mounts. By early evening, sore, battered, and sunburned, but happy, they stream into the Lake Tahoe destination for dinner and good-bys until next year.

"Never again!" groan many while on the trail. But before they leave they sign up for the next Jeepers Jamboree.

—WALTER DRYSDALE

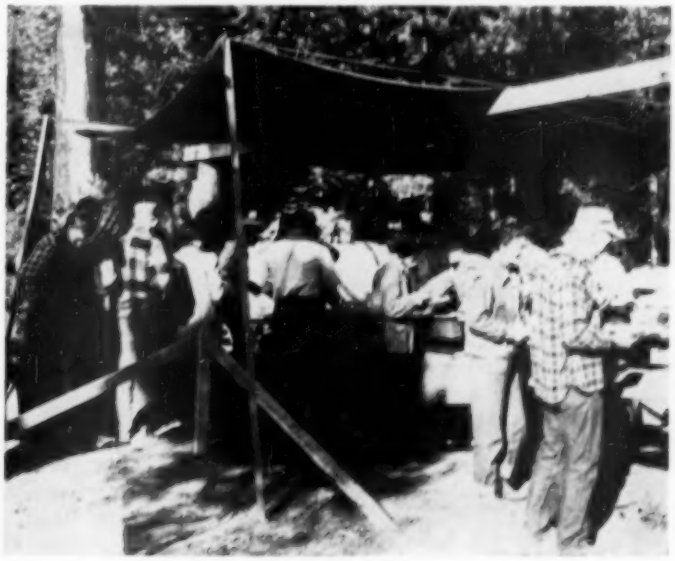
From Georgetown, Calif., to Lake Tahoe, it's rugged all the way. The Sierra Nevadas tax men and machines.

Jeeps and riders muster after Saturday night's camp near a decaying lodge built in the 1880s.

Last year's 130-jeep caravan picks its way across awesome Devil's Playground, a granite plateau scoured by glaciers centuries ago.

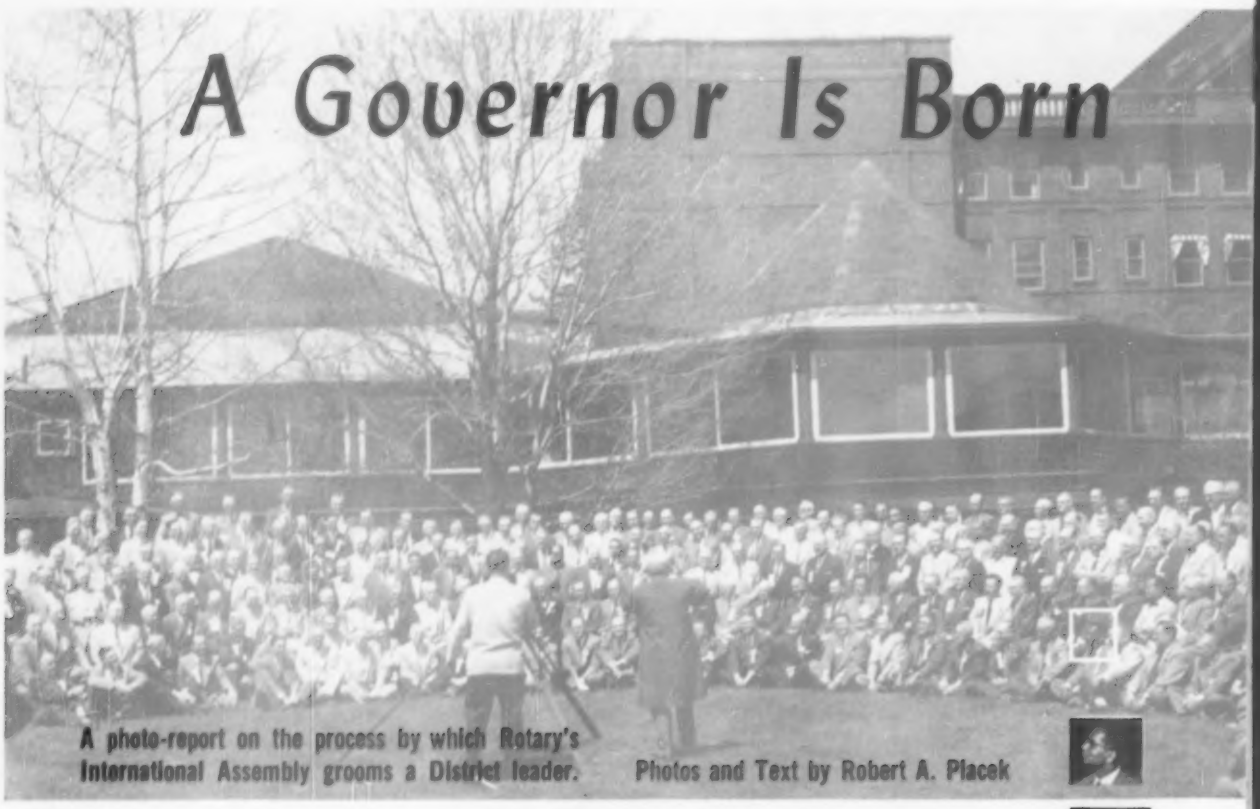
Photos: The author and Placerville *Mountain Democrat*

Entertainment in a mountain motif spices the postdinner festivities.



Come and get 'em! Tasty flapjacks gird the riders for the run to Lake Tahoe.

A Governor Is Born



A photo-report on the process by which Rotary's International Assembly grooms a District leader. **Photos and Text by Robert A. Placek**

YEAR after year, in Rotary Districts spread across the earth, men come forward to take on one of Rotary's hardest—and most important—assignments: the job of District Governor. For 1956-57 this gubernatorial team numbers the largest in the organization's history: 248.* Recently these men (except for two absent because of illness) gathered at the sprawling, brown-hued Lake Placid Club in the heart of the Adirondack Mountains in upper New York State. There, amid the quiet valleys and rugged hills of this resort founded 61 years ago, a Governor was born—or made—for every District in the Rotary world.

It was the 1956 International Assembly, deemed by many seasoned Rotarians to be the most important meeting of the Rotary year. Its purpose: to help your new District leader, and his counterparts on every inhabited continent, to prepare for the tasks ahead. To do so, they went through an intensive, tight-paced, eight-day schedule of Rotary studies, with 36 veteran Rotarians, each an "expert" in one or more phases of Rotary, serving as the "faculty." As many participants brought their wives and children—294 of them—a welcome family touch was given the site.

There, too, at Lake Placid the 1956 Rotary Institute met, though entirely separate from the Assembly. Taking part in the Institute, an informal discussion forum on Rotary program and administration topics, were 111 present and past international officers, all steeped in the fundamental matters they considered. The grand total of Rotary folks at Lake Placid, including staff aides, was 760, making the 1956 Assembly and Institute the largest ever held.

"The business of this Assembly," said A. Z. Baker, Rotary's 1955-56 President, at the first plenary session on Thursday evening, "is the development of the great human resource of Rotary leadership represented here." This "business" took the Governors-to-be through 13 plenary sessions and nine discussion group meetings, the latter on subjects ranging from Rotary literature and extension to each of the four avenues of service. In earnest exchanges of thought in group meetings, these men, many with long years of Rotary behind them, acquired a newer and deeper insight into the multitude of responsibilities that became theirs on July 1.

"When shall I begin making plans for my District Conference?" "What advance arrangements are necessary for my Rotary Club

Pick at random one of the 246 new Governors trained at Lake Placid and you may choose a Singapore physician named Dr. Arthur Thevathasan. Following photos relate his Assembly experience

* Among the 246 District Governors for 1956-57 "born" at Lake Placid (see pages 32-36) was Arthur W. S. Thevathasan, a physician of Singapore, now Governor of District 46. On these and the following pages is a pictorial account of his eight days at the International Assembly. His experiences are typical, and readers may visualize their own Governor in these photos.—Eds.

1. *His bags unpacked, Governor-Nominee Arthur gets better acquainted with his roommate, Ram K. Bhandari, also a physician and new leader of District 54; Ram lives in Hyderabad, India.*

2. *Reunion! On the first evening, Arthur meets President A. Z. Baker, whom he helped host in Singapore six months ago. It's a reception line 750 persons long.*

3. *After the reception and a Fellowship Dinner, Arthur and his new fellow Governors meet Rotary's 1955-56 Board members and their wives in the spacious Agora auditorium. President Baker is introducing them from the flag-lined stage.*

4. *The talk is tea—at tea time—and from many points of view. The "experts" are Alastair N. Russell, Scotland; Naoharu Toda, Japan; Iwao Kurokawa (standing), Japan; Spencer J. Hollands, RI Director, England; Dr. Thevathasan; Mrs. Kurokawa.*

5. *Now begins the first of 13 plenary sessions in Agora Theater, during which Rotary leaders review Rotary in all phases. Arthur is at end of table in center. Age 43, Arthur owns a clinic in Singapore.*

6. *Up early the next morning, Arthur breakfasts with Harry D. Bruggeman, of Rotterdam-North, The Netherlands, incoming Governor of District 67. He is a clergyman.*

7. *It's a field day for the shutterbugs . . . and Arthur Thevathasan (crouching at the left) is one of them, his hobbies being photography and raising orchids. Posing for the camera folks are incoming President Lang and President Baker.*

8. *Back to Assembly business. This time it's the "buzz" session on Saturday. At 27 tables, incoming Governors discuss Rotary questions. At table 14 in above photo, Arthur Thevathasan serves as secretary, later reports his group's findings.*

visits?" "What information properly belongs in my *Monthly Letter* to Clubs?" Questions such as these led to lively, informative meetings, with group leaders guiding discussions and offering counsel whenever needed.

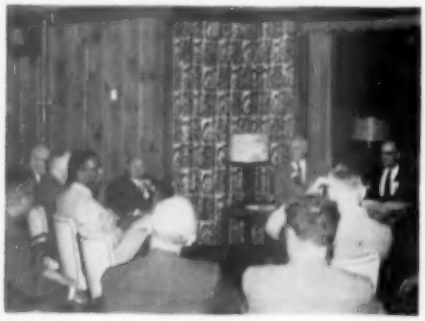
A difference between the group meetings and the plenary sessions was summed up this way by one Governor-Nominee: "In the groups I talk; in the plenary sessions I listen." And listen these new officers did! The subjects presented from the Assembly stage in the spacious Agora auditorium numbered 40 or more, and covered Rotary from A (for attendance) to Z (for zones for nominating international Directors). Teaching methods included roundtable discussions, panels, a "buzz" session with small groups at tables "talking out" assigned problems, dramatic presentations, and short talks, most of them not more than 20 minutes long. The plays were *The Verdict*, a two-act dramatization on Vocational Service, and *The Key to Many Doors*, an International Service playlet.

Though the timetable for all this had future Governors stepping briskly from one meeting room to another, this was a Rotary gathering and its schedule left room for fellowship. In this, too, the Governors-Nominee broadened their Rotary experience as they enjoyed the company of other Rotarians and their families from 46 lands at an opening-night dinner, at teas and luncheons, during chats in the comfortable lounge, and on strolls along Mirror Lake. "Before I came here," said one, "I knew full well that there are men of many nations, races, and creeds in Rotary. But now I know more than that; I know many, many of these men themselves."

In all, it was a strenuous time for these new Governors during the last week of May in the Adirondacks. They heard their leader, Gian Paolo Lang, Rotary's President for 1956-57 (see pages 6-7), urge them to aim for three targets: to keep Rotary simple, to put more Rotary in Rotarians, and to learn more about each other. At the Assembly they set their sights on these targets—and there will be "direct hits" all around the world.

9. *On his way to see* The Verdict, *a Vocational Service play, Arthur buys some film.*

10. *A scene from* The Verdict *viewed by all Assembly participants on Tuesday evening.*



11. *Wednesday morning, after discussing Vocational Service at tenth plenary session, Arthur attends a group meeting on subject. Moderators are Allin W. Dakin (left), RI Director, and Alton B. Chapman, Committee Chairman.*

12. *It's "Meet Your General Officers" night and Arthur chats with Director A. Garreton Silva, of Chile, who is also a physician.*

13. *Head filled with 40 speeches, dozen of group discussions, and eight days of brisk conversation, Dr. Arthur now contemplates the documents, pamphlets, and papers on which he ought to be expert to do his job as Governor well. These run the Rotary gamut from Constitution and By-Laws to* Official Directory *to Governor's expense forms.*

14. *The end—of the beginning. They've just sung* Auld Lang Syne *in the Assembly auditorium and beneath the traditional injunction stride Governors-Nominee Chas. Glick (left), of California, and Neuton Silva (right), of Brazil, with Dr. Arthur between them. The world of Rotary awaits!*

Rotary Looks

More than 10,000 people from 58 countries —many more than were expected— meet to set their sights on tomorrow in Rotary's 1956 Convention.

Photographic posterizations by Robert G. Koropp

OUT FROM THIS city of liberty and love . . . out from Father Penn's "greene countrie town" now grown to 2 million people . . . out from this rich potpourri of white "stoops," pepper-pot soup, automats, red roses, and great Grecian museums . . . there are streaming this afternoon 10,688 men, women, and children from 58 countries. They are Rotary folks going home—many by long holiday detours—after a five-day adventure in neighborliness called the 1956 Convention of Rotary International. It began last Sunday night; it concluded just after noon today.

"In the days which we spend together here in this friendly city, we shall have an opportunity to observe and practice neighborliness," said tall, smiling, forever-gentle A. Z. Baker, Rotary's President from Ohio, in his keynote message on Monday morning, "to forge an unbreakable chain of friendship which will include our neighbors in all the 99 countries of the Rotary world. . . ."

And the good neighbors seized the opportunity. Eagerly they got acquainted. Devotedly they went to meetings. Gayly they went to dinners in homes and entertainments on the stage. And everywhere the notebooks came out, the addresses went down . . . and letters will flow betwixt them across seas and over borders till their days do end.

A capacity crowd, only half visible here, fills

Ahead - from PHILADELPHIA

PHILADELPHIA, PENNSYLVANIA, U.S.A.
JUNE 7, 1956

And systematically the neighbors built links to tomorrow:

—They elected businessman Gian Paolo Lang, of Italy, their world President for 1956-57.

—They elected six new members to the Board of Directors.

—They elected 248 Governors, who will preside over that many Rotary Districts in 1956-57.

—They acted on 24 legislative proposals.

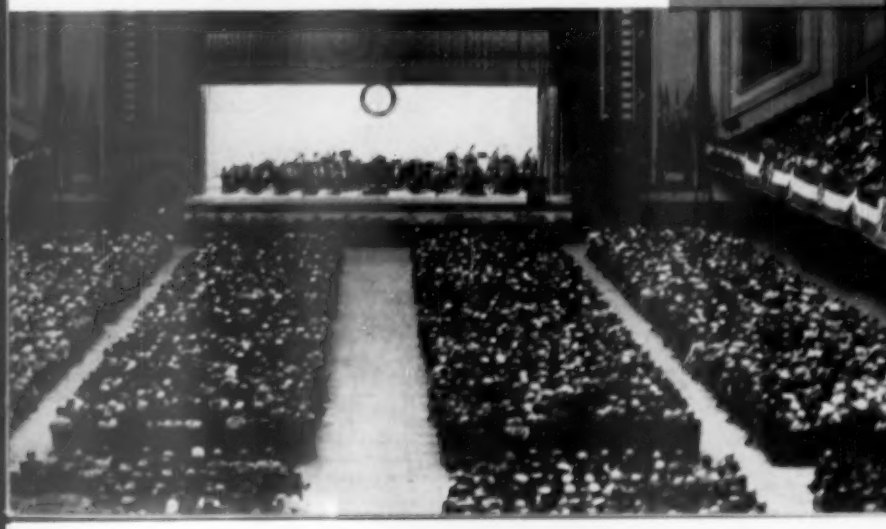
—And from their President, Secretary, Treasurer, and others they heard and approved reports on Rotary's growth, effects, fiscal status, and opportunities the world over.

Our homegoers, if they look back, will see Father Penn still there atop City Hall . . . and seeing him they may remember how this practical idealist tried to build a colony of friends and a city of brothers in the woods of the New World. Having met in his town so many friendly, brotherly, *neighborly* people from so many continents, they may look ahead and muse, "Well, Mr. Penn, we *are* getting somewhere, aren't we?"

Rotary looked ahead—from Philadelphia. The next 19 pages show what 10,688 Rotary folks will long look back upon as an incomparable human experience full of meaning for the world.

Brightly bannered, wholly air conditioned, Philadelphia's giant Convention Hall is the main background of Rotary's June meeting.

The President and his lady—A. Z. and Cornelia Baker—smiling mistily as the Convention concludes.



Convention Hall on Sunday night to hear the Philadelphia Orchestra.

Layout designs by Frank J. Follmer
Photos by Robert A. Placek

Elfreth's Alley, a cherished bit of old Philadelphia sought out and sauntered down by many a sight-seeing Conventioner.

Welcome to Ou

THE wait had been long. For 46 years—ever since the day Rotary started holding Annual Conventions—Philadelphia Rotarians had hoped to entertain one. Several times they came close—but saw the Convention go, for good reason, to another city. Now at last the chance was theirs . . . and they made the most of it.

First detailing their own 650 members—and their wives—to 20 major Committee jobs, the Philadelphians then sent speakers out to about 50 neighboring Clubs . . . with the result that a whole belt of high enthusiasm for the Convention grew up and encircled Philadelphia. And when, a week ago, folks started pouring toward this city by highway, air, and rail, there were flowers, souvenirs, road maps, and little Committees of welcomers 50 and 100 miles out from Broad and Market Streets. And the only person who could have slipped into town without a handshake and a "Glad to have you here" would have been some skillfully furtive misanthrope, the which Rotary has none of anyhow.

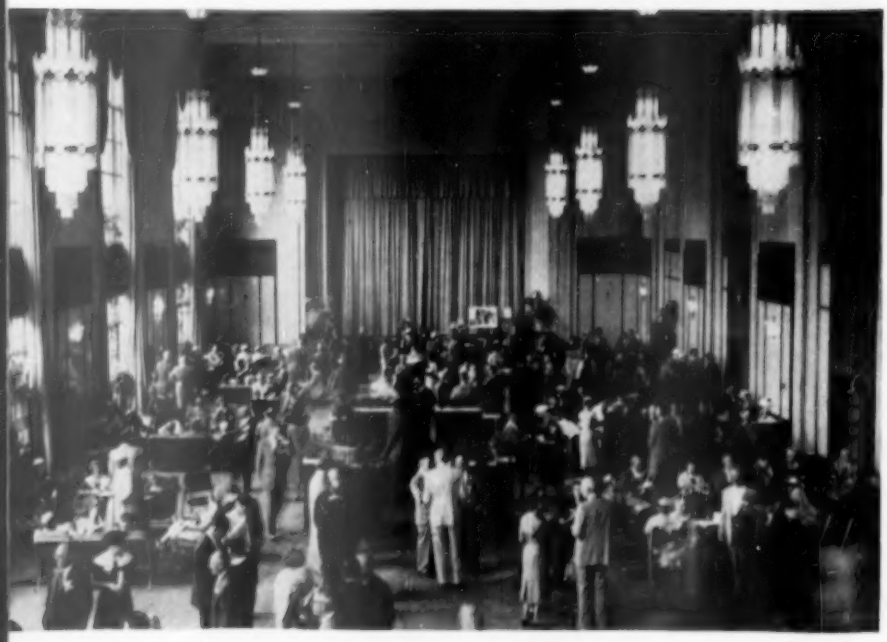
The Mayor, the Lieutenant Governor of the State, the merchants with Rotary placards in their windows, the cab drivers who don't seem to mind the local requirement that they get out and open the door for you, the curators of the great museums—everybody in Philadelphia seemed genuinely happy to see these 10,600 Rotary folks from 58 lands. This afternoon they are saying they are sorry to see them go. "Such nice people," says the little tailor on the side street. "Please, explain to me what is Rotary."

"And what are your first impressions of Philadelphia?" A radio announcer interviews David Dick (center), of Scotland, President of Rotary International in Britain and Ireland, during a welcome in City Hall. With him is Herman O. West, Chairman, Host Club Executive Committee.

Just off the train and met by happy Host Club President Frank Will (left) are Rotary's President-Nominee Paul Lang and his wife, Valentina, and Cornelia and A. Z. Baker, the First Couple of Rotary.

City!

On Broad Street, with City Hall tower looming behind them, four until-now strangers welcome each other. They are: Charles F. Long, Elizabethtown, Ky.; John H. Lacy, Portland, Me.; Yin Fah Yap, Ipoh, Malaya; and R. Allen Fulenweider, Jackson, Mo.



Light and spacious, the ballroom of Convention Hall makes a cheerful House of Friendship. The host Club equipped it with furniture, stationery, candy, flowers, and greeters.

Art Museum

Hear, Hear!

NOBODY knows how many speeches—big and little, formal and informal—were made from Rotary platforms in Philadelphia this week. Remembering the scores of men and ladies who rose to the occasion in reunion breakfasts, craft and group assemblies, fellowship dinners, and so on and on, a figure of 500 seems fair and reasonable. And so were their speeches . . . speaking as they did of friendship, of service, of hope, of liberty, of brotherly love. It is easy, of course, to enumerate the speeches and presentations delivered from the Convention platform, with all their challenge and inspiration. Here are brief excerpts from the principal ones.

"WELCOME to the 1956 Rotary International Convention. May it be a milestone of progress in keeping with the accomplishments of our first 50 years."—*J. Cleve Allen, Chairman, Rotary International 1956 Convention Committee.*

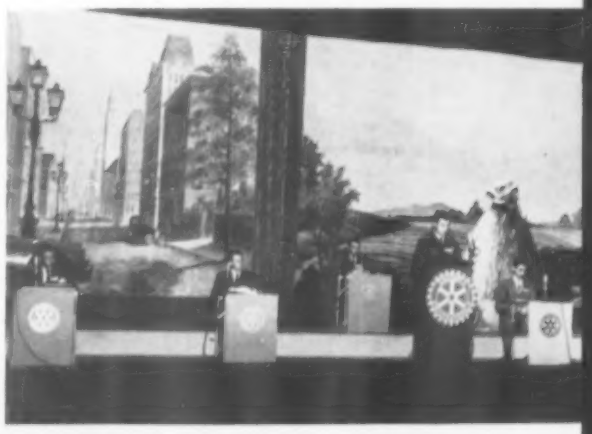
WELCOME! "Make your desires known—ask us questions—give us every opportunity to prove our wish to make you feel *perfectly* at home in this City of Brotherly Love.—*Frank P. Will, President, Rotary Club of Philadelphia, Pa.*

WELCOME! "The Rotary Club of Philadelphia is one of our sound and progressive organizations. We welcome its friends from around the world to our historic city."—*Richardson Dilworth, Mayor of the City of Philadelphia.*

WELCOME! "It is exciting that Rotarians are convening here from six continents to promote their principal objective — the advancement of goodwill and peace." — *Roy E. Furman, Lieutenant Governor of Pennsylvania, U.S.A.*

THANK YOU! "Your words contain a message from your thoughts that is translated in understanding — and another message from your feelings, translated in cordiality."—*Ernesto Imbassahy de Mello, Second Vice-President of RI.*

"The Rotarian and His Trade Association"—what should the relationship be? The opening plenary session on Monday hears answers from a panel moderated by First Vice-President O. D. A. Oberg, of Sydney, Australia. The participants (below) are: Rotary Director C. P. H. Teenstra, of Hilversum, The Netherlands, a doctor; Harold A. Wallace, association leader, of St. Louis, Missouri; and, from York, Pennsylvania, corporation vice-president Marshall Munce.



The youthful view . . . Conventioners see it in a Wednesday panel entitled "Rotary Insures the Future through Service to Youth." Everett Biggs (center rear), former Rotary Fellow and now dairy commissioner of Ontario, Canada, heads this discussion of rural and urban youth problems. Participants are (left to right) Victor W. Harke, Florida; Thomas J. Corrigan, Pennsylvania; Dan Dunham, Oregon; and Humayun Akhtar, of Pakistan.

The Tie Is 'Neighborliness'

As I have visited Clubs . . . I have marvelled at the diversity of programs and approaches to the simple challenge to "Develop Our Resources," which I threw down at the beginning of this year . . . . What is it that binds this all together? . . . . That tie . . . I should like to describe with one word—"neighborliness." . . . Neighborliness is the ideal of service. . . . It is thoughtfulness of and helpfulness to people who may wear different clothes, have different colored skins, go to different churches, speak different languages. Thoughtfulness of others begets understanding and helpfulness to others builds goodwill. Inevitably, they lead toward peace. I have observed this great resource of Rotary-inspired neighborliness in every region of the Rotary world. . . . Rotary's material resources are great, but the intangible resources of the spirit, the mind, and the heart are greater still.

—A. Z. Baker, *President of Rotary International*

"Secretary of Peace" in the Eisenhower Cabinet, Minnesotan Harold E. Stassen addresses the Convention on Wednesday.

Our Great Opportunity

Education is fundamental for an intelligent electorate in a democracy. . . . The Rotarians of Japan have granted fellowships to two young students from Southeast Asia . . . thus contributing constructively to international understanding in a most practical way. . . . The war which led to Japan's defeat and prostration also caused incalculable material and spiritual damage to many of Japan's neighbor countries. . . . Rotarians have been the first to span the gulf of misunderstanding. . . . Rotary has made a phenomenal growth in Japan . . . we now have over 7,000 Rotarians. . . . We live in an age of increasing change. . . . What an opportunity there is for us to share in the implementation of these wonderful discoveries for the happiness and betterment of our fellowmen. . . . We are indeed guardians of the great changes that have taken and will take place and custodians of the freedoms that have been installed.

—Kiyoshi Togasaki
Chairman of the Board of the Nippon Times, *Tokyo, Japan*

Education Will Win the Lasting Peace

Greater knowledge of the facts about each other is the only dependable basis for international understanding. Enlisted on a progressively greater scale, this educational process will provide strength for the ideas of freedom. . . . That is why I am moved to emphasize the extreme importance of the initiative taken by Rotary International in 1947 when Rotary Fellowships were established to provide funds for study abroad. . . . At no time in history has it been more important that people know and understand each other. . . . Mankind must learn simultaneously to cultivate the peaceful atom and control its wartime counterpart. . . . Today we can observe the steady arrival of students from other lands into the United States, where they are studying the peaceful uses of the atom. . . . The full force of peaceful atomic development could not have been felt unless . . . the hard core of cynicism could be cracked by an indomitable will to succeed. . . . We must be alive and alert for every opportunity to open up new avenues of progress.

—Harold E. Stassen
Special Assistant to the President of the United States of America

Targets for a New Year

The greatest blessing the human heart can know is world peace, and the world will never become better unless we ourselves become better. . . . We have at our disposal the necessary means. Let us give our wholehearted support . . . in joining men of different nationalities in the sentiment of mutual respect, sympathy, and friendship. . . . Rotary's program can be expressed best with simplicity and practicality. . . . A greater knowledge of Rotary is urgently needed. . . . Rotarians must learn more and more about their own organization . . . to achieve . . . the following three targets: (1) Keep Rotary simple; (2) More Rotary in Rotarians; (3) Learn more about each other.

—Gian Paolo Lang, *President-Elect of Rotary International*

A Dynamic Symbol

Rotary is instituted for service to mankind. . . . No better service can be rendered to people everywhere than the dissemination of knowledge. The wheel of Rotary is a dynamic symbol. . . . Each human life become a separate spoke. . . . Each spoke is a separated integral part of this dynamic, ever-moving pattern of civilization. . . . Where . . . human liberty is recognized . . . the wheel of progress will turn.

—Clarence E. Manion
Author and Lawyer

FRANKLINS ALL

Some notes on what happens when 'the Convention meets by vocation.'

The Municipal Court of Philadelphia is the venue for the craft assembly for lawyers. Here Leslie Bunker, of England (incoming President of Rotary International in Britain and Ireland), talks informally to some of his fellow lawyers as the session gets down to business. The chairman of the meeting is Harry W. Roberts, Jr., of Clinton, Ky.

BENJAMIN FRANKLIN would have enjoyed Monday afternoon June 4 in his old town. In 49 banks, insurance companies, universities, auto agencies, factories, radio stations, hotel ballrooms, and other places, 2,000 men from every continent sat down in groups of ten to 100 to talk shop. Yes, the wise old Franklin, who almost invented Rotary with his Junto Club of 1727, would have been happy to see that there are still men on this earth so proud of their crafts and callings that they want to sit down and discuss their improvement with other men.

That, of course, is the purpose of Rotary's vocational craft assemblies—a tradition at Conventions for 45 years. Scattered all over this city of 2 million—in root-beer factories and schools of dentistry, in power companies and large restaurants—the assemblies were down to earth, largely attended, and productive of a far clearer understanding of what President A. Z. Baker means when he urges Rotarians to "Put Rotary to Work Where You Work." Yes, old Ben Franklin would have enjoyed every minute of it.

In the richly panelled board of directors room of the Fidelity-Philadelphia Trust Company on Broad Street, Rotarians interested in finance sit down to discuss mutual problems. The photo shows only the beginning of the group. Moments later it had swelled to a hundred or more. A tour of the bank was included. J. Phil Burns (center), of Oklahoma City, Okla., serves as the group leader.

With their assembly chairman, William S. Hedges (right), of New York, newspaper, radio, and television men gather around a television camera in the WFIL-TV studios.

And here—the automobile dealers in a Cadillac agency.

Franklin Institute

Philadelphia's famed J. E. Caldwell & Co., jewelers, provides the background of the assembly of Rotary jewelers and watchmakers (left). As it adjourns, Rotarian Austin Homer, president of the company, displays a faithful reproduction of the famed Paul Revere "Sons of Liberty" bowl. Pure silver!

Photo: Herbert Pigman

Here the publishers flock together—at Curtis Publishing Company, home of the Post, Journal, and other magazines. The photo shows (left to right) Rotarians Co'an Aron, of Israel; Don A. Brennan, of Curtis; Richard B. Haskins, of Hyannis, Mass.; Elmer E. Roper, of Edmonton, Alta, Canada.

A jolly, lively master of ceremonies—so proves Bert Parks, famous in U. S. television, on Monday's "International Night" . . . and opera star Risë Stevens obliges with encore after encore.

Out to the Convention Hall especially to hear Risë Stevens comes Miss Patricia O'Brien, who the night before had herself thrilled Conventioners with her young soprano voice . . . as, from her wheel chair, she sang with the Philadelphia Orchestra. Here backstage she meets the operatic star and Gustave Haenschen, the orchestra conductor who directed the "International Night" music.

As gracious as he is exacting, Eugene Ormandy favors the photographer with this "shot" during intermission in his concert with the Philadelphia Orchestra (above).

Eleven brilliant fellowship dinners jam Tuesday evening and hotel ballrooms. Here is the Commonwealth of Nations group in the Drake Hotel. President "A. Z." and Cornelia have dropped in to greet the crowd, as they did each dinner.

Mummers—chatting with a Rotary couple. Gorgeously costumed, 100 of these members of the Quaker City String Band climaxed the Monday-evening show.

... And a Dash of Divertissement

ROTARY in its idealism is basically a serious thing . . . and so are its Conventions. No good to make them lopsidedly so, however—and Philadelphia didn't. On the contrary the Convention Committee and the host Club paraded before the 10,600 present some of the finest, brightest entertainment in years. It began on Sunday evening with a concert by that peerless musical organization the Philadelphia Orchestra. It broke Monday night into a dazzling display of dancers, singers, clowning pianists, and some chaps from the Caribbean who get amazing music out of oil-drum heads . . . all this arranged by noted producer Arthur Knorr. It moved on to "a lovely day" for the ladies and another for the youngsters. It—well, it put a pretty dash of frosting on the cake of fellowship.

Mata and Hari add Harry C. McCartha, Jr., of Miami, Fla., to their act—in some backstage fun. The delightful dancers entertained during "International Night."

Cable Jack has just won "The Rotary Ann"—an exhibition race staged for the ladies at Garden State Park . . . and Rotary's First Lady, Cornelia Baker, a skilled horsewoman, congratulates jockey Joe Patty.

For each of the 3,000 ladies watching the horse show, exhibition race, and Wanamaker fashion parade at Garden State Park there's a "feed bag" filled with sandwiches, salad, fruit, cake, and coffee.

The Chairman of the Council on Legislation—Past President T. A. Warren, of England—reports Council recommendations to the voting delegates at the Convention.

'The Sole Legislative Body'

ONLY one body in Rotary International can make or amend the rules of the organization. It is the Annual Convention. In Philadelphia on Tuesday morning, nearly 3,000 Rotary "legislators" (all accredited voting delegates to the Convention) sat down to consider 24 Proposed Enactments and Resolutions. As they did so, they had the advice of the Council on Legislation, which had met on the previous Saturday under Chairman T. A. Warren, of England, who was President of Rotary International in 1945-46. In all but one instance—the case of Enactment 56-10—the Convention followed the advice of the Council. The 24 Proposed Enactments and Resolutions considered by the Convention follow. The action taken upon each is shown in all-capitals.

56-3: To modify the provisions relating to the composition of the Council of Past Presidents.—ADOPTED AS AMENDED.

56-4: To provide changes in the chronology of the District Conference. —ADOPTED.

56-5: To provide for the selection of time and place for holding the Annual Convention 12 months earlier than provided for by the present By-Law. —ADOPTED AS AMENDED.

56-6: To provide for a Nominating Committee for the Nomination of Rotary International Director from Canada.—CONSIDERED AS WITHDRAWN AND REFERRED TO THE BOARD OF DIRECTORS OF ROTARY INTERNATIONAL FOR FURTHER STUDY.

56-8: To modify the provisions relating to the term of office of Rotary International Directors who represent a zone or geographical group other than the United States of America, Canada, Great Britain, or Ireland.—CONSIDERED AS WITHDRAWN AND REFERRED TO THE BOARD OF DIRECTORS OF ROTARY INTERNATIONAL FOR FURTHER STUDY.

56-18: Relating to the number of members of the Board of Directors of Rotary International.—CONSIDERED AS WITHDRAWN.

56-19: Relating to the nomination of Directors to represent Ibero-America in the Board of Directors of Rotary International.—CONSIDERED AS WITHDRAWN.

56-9: To provide for a longer period of time in which to file proposed amendments to the Rotary International Constitution and By-Laws and the Standard Club Constitution than at present provided.—REJECTED.

56-10: To grant further privileges to certain honorary members.—REJECTED.

56-20: To indicate the approval of the Convention of Rotary International to amendments to the Constitution of Rotary International in Great Britain and Ireland.—ADOPTED AS AMENDED.

56-11: To provide for the adoption of five Objects of Rotary.—CONSIDERED AS WITHDRAWN.

56-14: To provide for election of more members to a Rotary Club under the classification of religion.—CONSIDERED AS WITHDRAWN AND REFERRED TO THE BOARD OF DIRECTORS OF ROTARY INTERNATIONAL FOR FURTHER STUDY.

56-16: To amend the articles of incorporation of Rotary International to conform to the change in the location of the Secretariat of Rotary International at Chicago, Illinois, to Evanston, Illinois.—ADOPTED.

56-1: To amend attendance-credit provisions.—REJECTED.

56-15: To amend the Attendance Contest rules relating to attendance-credit provisions.—REJECTED.

56-7: To amend attendance-credit provisions.—REJECTED.

56-12: To liberalize the provision for making up absences from Rotary Club meetings.—REJECTED.

56-13: To amend attendance-credit provisions.—REJECTED.

56-2: To provide that a minimum of three-fourths of the minimum attendance required of any active, past service, or senior active member shall be fulfilled at the Club of which he is a member.—REJECTED.

56-17: To amend the Attendance Contest rules with reference to members confined to hospitals.—CONSIDERED AS WITHDRAWN.

56-21: To amend the Attendance Contest rules relating to attendance-credit provisions.—CONSIDERED AS WITHDRAWN AND REFERRED TO THE BOARD OF DIRECTORS OF ROTARY INTERNATIONAL FOR FURTHER STUDY.

56-22: To amend the attendance rules to conform to the provisions of Proposed Enactment 56-12.—REJECTED.

56-23: To provide for expenditures from the corpus of the Rotary Foundation.—ADOPTED.

56-24: Relating to the administration of the Magazine of Rotary International.—REJECTED.

Meet Rotary's General Officers for 1956-57

GIAN PAOLO LANG
Leghorn, Italy
President

WILLIAM B. TODD
Fort Worth, Tex., U.S.A.
First Vice-President

C. P. H. TEENSTRA
Hilversum, Netherlands
Second Vice-President

ALLIN W. DAKIN
Iowa City, Iowa, U.S.A.
Third Vice-President

A. Z. BAKER
Cleveland, Ohio, U.S.A.
Director

ALBERT P. BANTHAM
Schenectady, N. Y., U.S.A.
Director

AUGUSTIN J. CATONI
Beirut, Lebanon
Director

WEBB FOLLIN
Shelbyville, Tenn., U.S.A.
Director

A. GARRETON SILVA
Santiago, Chile
Director

SPENCER J. HOLLANDS
Wallington, England
Director

DAN PROCTER
Chickasha, Okla., U.S.A.
Director

DOUGLAS A. STEVENSON
Sherbrooke, Que., Canada
Director

ADAN VARGAS
Callao, Peru
Director

WM. MAURICE WILD
Port Elizabeth, S. Africa
Director

GEORGE R. MEANS
Evanston, Ill., U.S.A.
Secretary

RICHARD E. VERNOR
Chicago, Ill., U.S.A.
Treasurer

Meet Your New

1

2

3

4

9

10

11

12

17

18

19

25

31

32

33

34

"SUPERVISOR of Rotary at the District level . . . promotion manager . . . strongest link in the chain of Rotary administration. . . ." These are a few of the phrases used to describe the responsibilities of the high office to which these men have been elected—the office of District Governor (or RI Representative in Britain and Ireland). Somewhere among these 248 lawyers, educators, shipbuilders, and peach growers from 45 lands, you will find the man whom you helped to select—the Rotarian into whose capable and willing hands you have thrust the reins of District leadership for the 1956-57 Rotary year.

If you do not already know him by name, you will have an opportunity to meet him person-to-person when he, laden with notebooks and brief case, visits every Club in the District—including yours. Your Governor, nominated by the Clubs in his District and elected at the Philadelphia Convention, had another inspiring experience between these two events: he and his fellow Governors-Nominee were brought together at Lake Placid, New York, on May 24 for an intensive eight-day "refresher" called the International Assembly [see page 16]. It was here that acquaintances among men from many nations ripened into friendships which will endure forever.

What is the background of the man who holds this important

45

46

48

51

52

53

54

56

60

71

72

73

74

75

76

77

78

79

89

90

91

92

93

94

95

96

97

DISTRICT 1
ALASTAIR NICOL RUSSELL
Elgin, Scotland

DISTRICT 2
FESTUS MOFFAT
Falkirk, Scotland

DISTRICT 3
WILLIAM DRYDEN BELL
Newcastle-upon-Tyne, England

DISTRICT 4
HAROLD MATHER
Sheffield, England

DISTRICT 5
RIOU VICTOR HANCOX
Manchester, England

DISTRICT 6
WILLIAM E. HOMER
Dudley, England

DISTRICT 7
L. NOEL DARBYSHIRE
Ripley, England

DISTRICT 8
ALBERT SIDNEY RAVEN
Chelmsford, England

DISTRICT 9
ROBERT SCOTT WILLIS
Watford, England

DISTRICT 10
TED THURSTON
Hereford, England

DISTRICT 11
W. H. KRICHEFSKI
Jersey, Channel Islands

DISTRICT 12
HARRY SAUNDERS
Maidstone, England

DISTRICT 13
NORMAN WILLIAM FARMER
Lewisham, England

DISTRICT 14
REGINALD ARTHUR MITCHELL
Worthing, England

DISTRICT 15
HAROLD MASTIN
Newport, England

DISTRICT 16
HAROLD F. BELL
Coleraine, Northern Ireland

DISTRICT 17
HAROLD BLACKMORE
Bideford, England

DISTRICT 18
JOHN ROBERT JONES
Bangor, Wales

DISTRICT 19
HARRY ASHWORTH
Thornton-Cleveleys, England

DISTRICT 25
J. P. DUMINY
Pretoria, Union of So. Africa

DISTRICT 26
NEIL SPENCER HEWITT
Grahamstown, U. of So. Africa

DISTRICT 28
HERBERT RALPH BIRCH
Korumburra, Australia

DISTRICT 29
GEORGE PROUD
Sydney, Australia

DISTRICT 30
STEPHEN JAMES O'HALLORAN
Wagga Wagga, Australia

DISTRICT 31
PERCIVAL MARTIN JONES
Gladstone, Australia

DISTRICT 32
CHARLES CLARENCE HENRY
Singleton, Australia

DISTRICT 33
STEWART FIDDES BROWN
Horsham, Australia

DISTRICT 34
REGINALD EVERETT HILL
Albany, Australia

DISTRICT 35
R. W. MANYWEATHERS
Casino, Australia

DISTRICT 38
EDWARD MAJOR MARSHALL
Pukekohe, New Zealand

DISTRICT 39
STUART HAYTON
New Plymouth, New Zealand

DISTRICT 40
ROBERT URE MACAULAY
Invercargill, New Zealand

DISTRICT 45
THE SIEN TJO
Semarang, Indonesia

DISTRICT 46
ARTHUR W. S. THEVATHASAN
Singapore, Singapore

DISTRICT 48
MARIANO Q. TINIO
Cabanatuan, The Philippines

DISTRICT 51
MANILAL K. PAREKH
Baroda, India

DISTRICT 52
PRIYANAND PRASAD SINGH
Banaras, India

DISTRICT 53
GURUGOBINDA BASU
Calcutta, India

DISTRICT 54
RAM R. BHANDARI
Hyderabad, India

DISTRICT 56
VISHNU MADHAV GHATAGE
Bangalore, India

DISTRICT 60
BUNKICHI ITO
Niigata, Japan

DISTRICT 62
NAOHARU TODA
Ogaki, Japan

DISTRICT 63
ARAO IMAMURA
Osaka, Japan

District Governor

office? Well, you may know your Governor very well, but if he's typical, he came into his Rotary Club with certain qualities of leadership, and he decided early that here was an organization to which he could give his best. By and by, he may have become a Club Secretary; later, he was elected President of his Club; he probably served on District Committees, too. The *giving* process continued. And it's still going on.

Your Governor actually *gives* his year to Rotary and to Rotarians. True, he receives a modest clerical and expense allowance, but it is not compensation for the hours he'll spend (1) visiting all the Clubs in his District, then returning for anniversary observances and "ladies' night" parties; (2) writing and mailing a *Monthly Letter* to all his Clubs; (3) counselling his Club officers by mail, telephone, and extra visits; (4) keeping detailed attendance records; (5) planning a District Assembly, a District Institute, and a great District Conference. Besides, he must help organize new Clubs and attend to other District matters.

No, money can't buy this kind of service. But loyalty and devotion to Rotary's ideal buy it in great and generous portions every year.

—HARVEY C. JACOBS

(Continued on next page)

DISTRICT 64
IWAO KUROKAWA
Hiroshima, Japan

DISTRICT 65
DOMINGOS FERREIRA
Oporto, Portugal

DISTRICT 66
EVERT SCHUT
Zutphen, The Netherlands

DISTRICT 67
HARRY DICK BRUGGEMAN
Rotterdam-North, Netherlands

DISTRICT 68
JOS MEULENBERGHS
Antwerp, Belgium

DISTRICT 69
HENRI-JEAN LACOSTE
Mont-de-Marsan, France

DISTRICT 70
MARCEL KALTENBACH
Colmar, France

DISTRICT 71
JACQUES GIRAUD
Montélimar, France

DISTRICT 72
ABDELKADER BELKHODJA
Tunis, Tunisia

DISTRICT 73
HENRI JOUSSAUME
Angers, France

DISTRICT 74
EVERHARD WESTERMANN
Braunschweig, Germany

DISTRICT 75
PIERRE HUMBERT
Meaux, France

DISTRICT 76
URPO RAFAEL PESONEN
Oulu, Finland

DISTRICT 77
AULIS ZIDBECK
Salo, Finland

DISTRICT 78
LUDVIG BRANDTZAEG
Mo I Rana, Norway

DISTRICT 79
HARALD NORDRUM ROSS
Kongsberg, Norway

DISTRICT 80
ALFRED J. BJERREGAARD
Frederiksberg, Denmark

DISTRICT 81
THEODOR MAYNTZ CLAUSEN*
Assens, Denmark

DISTRICT 82
OLUF KRISTIAN RORSTED
Viborg, Denmark

DISTRICT 83
BERGT KJERRMAN
Göteborg, Sweden

DISTRICT 84
ERIK OLOF ATLE NORMAN
Uppsala, Sweden

DISTRICT 85
CARL OSCAR AGELL
Norrköping, Sweden

* Elected by R.I. Board of Directors for second term.

DISTRICT 86
HANS BENER
Chur, Switzerland

DISTRICT 87
VINCENT ARDISSONE
Genoa, Italy

DISTRICT 88
MARINO LAPENNA
Trieste, Italy

DISTRICT 89
ZENON PIERIDES
Larnaca, Cyprus

DISTRICT 90
JARL AHRENBERG
Hetsinki, Finland

DISTRICT 91
ARNI ARNASON
Akranes, Iceland

DISTRICT 92
ADELCHI SALOTTI
Florence, Italy

DISTRICT 93
CARLO RUSSO-FRATTASI
Bari, Italy

DISTRICT 94
BO WILHELM PFANNENSTILL
Malmö, Sweden

DISTRICT 95
HERMAN SUNDIN
Ostersund, Sweden

DISTRICT 96
JOHN JOHNSEN
Kristiansand, Norway

DISTRICT 97
MAX GROTOWSKY
Gelsenkirchen, Germany

DISTRICT 98
EUGEN LÖFFLER
Stuttgart, Germany

DISTRICT 99
MAX DIETRICH
Vienna, Austria

DISTRICT 101
MARIO MANDULEY EZPELETA
Holguin, Cuba

DISTRICT 103
MARIO F. GAZTAMBIDE A.
Rio Piedras, Puerto Rico

DISTRICT 104
FRANCISCO JOSE ALVAREZ A.
La Vega, Dominican Republic

DISTRICT 105
CARLOS MARTIN DEL CAMPO
Torreon, Mexico

DISTRICT 106
ABIEL E. TREVINO
Monterrey, Mexico

DISTRICT 107
FRANCISCO L. GARCIA Q.
Santa Rosalia, Mexico

DISTRICT 108
MIGUEL HERREJON, JR.
Morelia, Mexico

DISTRICT 109
JORGE MARIO REMES LOPEZ
Veracruz, Mexico

DISTRICT 110
FRANCISCO GUERRA MORICE
Rivas, Nicaragua

DISTRICT 112
ANTONIO RESTREPO ALVAREZ
Medellin, Colombia

DISTRICT 113
TULIO BRICENO MAAZ
El Tigre, Venezuela

DISTRICT 114
CESAR A. ARCENTALES
Guayaquil, Ecuador

DISTRICT 115
CARLOS ALVARADO BARDALES
Lima, Peru

DISTRICT 116
CARLOS E. ARBAIZA S.
Pacasmayo, Peru

DISTRICT 117
F. P. GAYOSO E. ALMENDRA
Teresina, Brazil

DISTRICT 118
JOSE GOMES DOMINGUES
Leopoldina, Brazil

DISTRICT 119
VITOR MAYERA JUNIOR
Santo Andre, Brazil

DISTRICT 120
OLAVO ALBERTO DE CARVALHO
Ponta Grossa, Brazil

DISTRICT 121
SOCRATES MARDOCHEU DINIS
Anapolis, Brazil

DISTRICT 122
NEWTON SILVA
Bauru, Brazil

DISTRICT 123
LUIS P. DA ROSA OITICICA
Recife, Brazil

DISTRICT 124
DARCY PIECAS CORDEIRO
Porto Alegre, Brazil

DISTRICT 125
MIGUEL DURAN APONTE
Riberalta, Bolivia

DISTRICT 126
RAUL NORAMBUENA M.
Temuco, Chile

DISTRICT 127
ARISTIDES VASQUEZ RAVINET
Concepcion, Chile

DISTRICT 128
JUAN CHIORRINI ALVETI
Rancagua, Chile

DISTRICT 130
RAMON LOPEZ VARGAS
Villa Alemana, Chile

DISTRICT 132
DOMINGO FERNANDEZ C.
Corrientes, Argentina

DISTRICT 133
OSCAR M. SANCHEZ
Pando, Uruguay

DISTRICT 134
PABLO E. BORRAS
Rosario, Argentina

DISTRICT 135
EMILIO B. BELLOCQ
Dolores, Argentina

DISTRICT 136
FRANCISCO BERNABE GARCIA
Cordoba, Argentina

DISTRICT 137
BERNARDO MOYSICHOFF
San Luis, Argentina

DISTRICT 138
ROGELIO MARTINEZ CAMPOS
Moron, Argentina

DISTRICT 139
FRANCISCO EUGENIO LABOURT
Quilmes, Argentina

DISTRICT 140
HUGO MAZZILLI
Caconde, Brazil

DISTRICT 141
LOTHAR KARL JOACHIM PAUL
Rio do Sul, Brazil

DISTRICT 150
R. ALEX ANDERSON
Honolulu, Hawaii

DISTRICT 151
RALPH A. BARTHOLOMEW
Ketchikan, Alaska

DISTRICT 152
WARREN E. KRAFT
Seattle, Washington

DISTRICT 153
JOHN COE
Penticton, B. C., Canada

DISTRICT 154
AMBROSE BROWNELL
Oregon City, Oregon

DISTRICT 155
GEORGE P. CHAFFEY
Vallejo, California

DISTRICT 156
JOHN HOWARD COVENTRY
Nelson, B. C., Canada

DISTRICT 157
CHARLES E. GLICK
Corning, California

DISTRICT 158
ERNEST FRED SODERSTROM
Modesto, California

DISTRICT 159
WILLIAM E. WEIDEMANN
Ojai, California

DISTRICT 160-A
KENNETH B. KIRK
Los Angeles, California

DISTRICT 160-B
LELAND P. SMOOT
North East Los Angeles, Calif.

DISTRICT 160-C
GEORGE J. CARLSON
Monrovia, California

DISTRICT 162
DEE C. ESSLEY
Whittier, California

DISTRICT 163
ALPHEUS J. GILLETTE
Old Mission (San Diego), Calif.

DISTRICT 164
CLYDE F. CURTIS
Placerville, California

DISTRICT 165
RICHARD LEWIS EVANS
Salt Lake City, Utah

DISTRICT 166
BRYANT WHITING
Springerville, Arizona

DISTRICT 167
FRED EMMETT
Butte, Montana

DISTRICT 168
JACK R. GAGE
Sheridan, Wyoming

DISTRICT 169
DENSIL H. CUMMINS
Gunnison, Colorado

DISTRICT 170
GEORGE A. DOWDLE
Deming, New Mexico

DISTRICT 171
HARRY R. HUTCHINGS
Medicine Hat, Alta., Canada

DISTRICT 172
WILLIAM BOTTING
Nipawin, Sask., Canada

DISTRICT 173
FLOYD H. GILLILAND
Devils Lake, North Dakota

DISTRICT 174
JOHN C. LYSEN
Faribault, Minnesota

DISTRICT 175
HARRY J. BOYTS
Sioux City, Iowa

DISTRICT 176
MELVIN E. RASDAL
Ogallala, Nebraska

DISTRICT 177
FRED H. PRESTON
Fairbury, Nebraska

DISTRICT 178
RICHARD M. RANEY
Osborne, Kansas

DISTRICT 179
O. EDGAR WRIGHT
Winfield, Kansas

DISTRICT 180
GORDON K. LOWRY
Valley Falls, Kansas

DISTRICT 181
ROBERT E. RENEAU
Alva, Oklahoma

(Continued on next page)

DISTRICT 182
ALTER FRANCIS GOUIN
Duncan, Oklahoma

DISTRICT 183
REX WEBSTER
Lubbock, Texas

DISTRICT 184
WILLIAM L. RAY
Seguin, Texas

DISTRICT 185
ROBERT H. HUDGENS
Freer, Texas

DISTRICT 186
SYDNEY A. GAINES
Wichita Falls, Texas

DISTRICT 187
BEN W. McKIE
Corsicana, Texas

DISTRICT 188
EUCLID T. FANT, JR.
Sherman, Texas

DISTRICT 189
WILLIAM H. DAVIS
Port Arthur, Texas

DISTRICT 190
WILLIAM H. AVERY
Houston, Texas

DISTRICT 191
JOE G. SAGE
Waterloo, Iowa

DISTRICT 193
WALLACE E. BARRON
Ames, Iowa

DISTRICT 194
ED WOLTER
Chillicothe, Missouri

DISTRICT 195
IRVIN L. PETERS
Warrensburg, Missouri

DISTRICT 196
NOLAN STINSON, SR.
Bellwin, Missouri

DISTRICT 197
K. QUINN LEWIS
Poplar Bluff, Missouri

DISTRICT 198
THOMAS W. LIGHTFOOT
Van Buren, Arkansas

DISTRICT 200
ALLEN L. WADDLE
Harrisburg, Arkansas

DISTRICT 201
D. O. TALBOT
Magnolia, Arkansas

DISTRICT 202
JOSEPH H. BARBOUR
Lake Charles, Louisiana

DISTRICT 204
S. P. CROCKETT
Holly Springs, Mississippi

DISTRICT 205
CHARLES D. FAIR
Louisville, Mississippi

DISTRICT 206
LAWRENCE A. WATTS
Pascagoula, Mississippi

DISTRICT 208
CARL J. SCHROEDER
Appleton, Wisconsin

DISTRICT 209
ERNEST D. I. KISTLER
Tomah, Wisconsin

DISTRICT 210
JOHN H. ESCH
Sheboygan, Wisconsin

DISTRICT 212
WILLIAM J. CRAWFORD
Peoria, Illinois

DISTRICT 213
HERMON H. CORTELYOU
DeKalb, Illinois

DISTRICT 214
GEORGE H. RIGLER
Wilmette, Illinois

DISTRICT 215
LOWELL D. SAMUEL
Effingham, Illinois

DISTRICT 216
WADE BUTLER EAST
Cairo, Illinois

DISTRICT 218
JOHN A. COLLINS
Grand Rapids, Michigan

DISTRICT 219
FREDERIC HILBERT
Wayland, Michigan

DISTRICT 220
MILTON G. SCHANCUPP
Owosso, Michigan

DISTRICT 221
MILTON J. GEARING
St. Clair, Michigan

DISTRICT 222
G. CLARENCE NICHOLS
Blenheim, Ont., Canada

DISTRICT 223
RALPH E. LYNE
Taylor, Michigan

DISTRICT 224
JACOB LEON BRENN
Huntington, Indiana

DISTRICT 225
ALDEN PARKER CHESTER
Kokomo, Indiana

DISTRICT 226
DAVID M. PUCKETT
Princeton, Indiana

DISTRICT 227
PAUL C. WALTER
Galion, Ohio

DISTRICT 229
WILLIAM D. ZAHRT
Akron, Ohio

DISTRICT 230
SAMUEL H. POLLOCK
Steubenville, Ohio

DISTRICT 231
CURTIS W. HOLDER
Troy, Ohio

DISTRICT 232
MERRILL REEVES PATTERSON
Marietta, Ohio

DISTRICT 233
WILLIAM SETH SNYDER, JR.
Frankfort, Kentucky

DISTRICT 235
DENNIE GOOCH
Somerset, Kentucky

DISTRICT 236
E. B. PRITCHETT
Martin, Tennessee

DISTRICT 237
BRUCE H. SISLER
Gatlinburg, Tennessee

DISTRICT 238
WILLIAM B. YOUNG
Athens, Alabama

DISTRICT 239
JOEL E. JOHNSON
Geneva, Alabama

DISTRICT 240
WM. HOWELL MORROW, SR.
West Point, Georgia

DISTRICT 241
LESTER W. HOSCH
Gainesville, Georgia

DISTRICT 242
ALBERT NELSON
Keystone Heights, Florida

DISTRICT 243
WILLIS HENRY HITT
West Palm Beach, Florida

DISTRICT 244
FRANK ANDERSON McDONALD
Tampa, Florida

DISTRICT 246
WALTER DeGEER
Bowmanville, Ont., Canada

DISTRICT 247
GEORGE EMERSON McARTHUR
North Bay, Ont., Canada

DISTRICT 248
HAROLD JAMES VALLENTYNE
Brantford, Ont., Canada

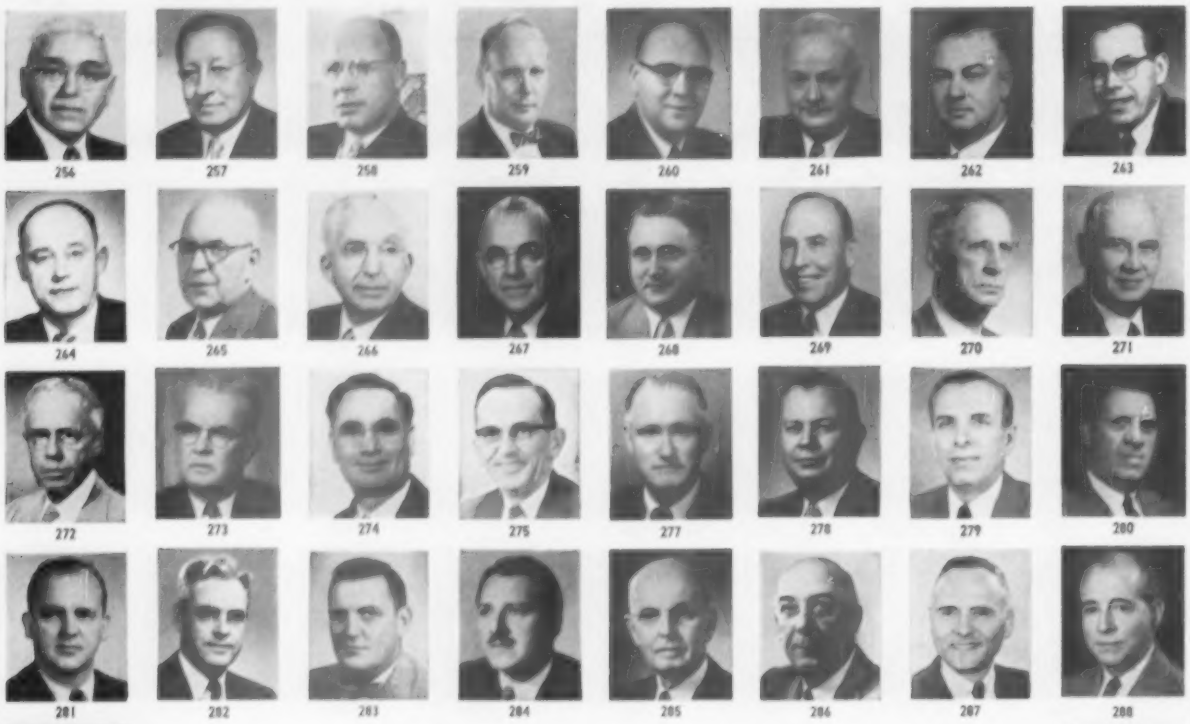
DISTRICT 250
W. B. GEORGE
Kemptville, Ont., Canada

DISTRICT 251
CLARENCE L. BURTON
Penfield, New York

DISTRICT 253
ARTHUR W. HYATT
Skaneateles, New York

DISTRICT 254
EVERETT M. LANE
Richfield Springs, New York

DISTRICT 255
PERCY W. GARE
Saratoga Springs, New York



DISTRICT 256
HUGO MELLIOR
Spring Valley, New York

DISTRICT 257
EDGAR B. INGRAHAM
New York, New York

DISTRICT 258
WESLEY SPRINGHORN
Patchogue, New York

DISTRICT 259
PHILIP G. HAMMER
East Brady, Pennsylvania

DISTRICT 260
PAUL G. ELDER
Turtle Creek, Pennsylvania

DISTRICT 261
THOMAS MALPASS, JR.
Belle Vernon, Pennsylvania

DISTRICT 262
COREY E. PATTON
Wilkes-Barre, Pennsylvania

DISTRICT 263
ARCHIBALD W. McMICHAEL
Tamaqua, Pennsylvania

DISTRICT 264
RANDALL LEOPOLD
Lewistown, Pennsylvania

DISTRICT 265
JESSE R. COPE, JR.
Lansdale, Pennsylvania

DISTRICT 266
JOHN E. MICHAEL
Swarthmore, Pennsylvania

DISTRICT 267
ERNEST E. WOODER
Baltimore, Maryland

DISTRICT 268
TROY M. THOMPSON
Elizabethtown, Pennsylvania

DISTRICT 269
NEIL B. EASTERBROOK
Butler, New Jersey

DISTRICT 270
HARRY GALE McNOMEE
Oakland, New Jersey

DISTRICT 271
WILLIAM M. GARBE
Westfield, New Jersey

DISTRICT 272
HAROLD E. WOODWARD
Ponns Grove, New Jersey

DISTRICT 273
BRADFORD B. LAIDLEY
Morgantown, West Virginia

DISTRICT 274
MOSES G. ALLEY
Matewan, West Virginia

DISTRICT 275
DANIEL E. LEATHERMAN
Winchester, Virginia

DISTRICT 277
WALTER NEAL CHINN, JR.
Fredericksburg, Virginia

DISTRICT 278
JOHN H. MOORE
Elizabeth City, North Carolina

DISTRICT 279
JOHN ALBERT BATSON
Mount Olive, North Carolina

DISTRICT 280
STANLEY A. HARRIS
Boone, North Carolina

DISTRICT 281
MARK M. LINDSEY
Hamlet, North Carolina

DISTRICT 282
MARTIN M. TEAGUE
Laurens, South Carolina

DISTRICT 283
WILLIAM S. HEATH
Sumter, South Carolina

DISTRICT 284
BENJAMIN R. GUSS
St. John, N. B., Canada

DISTRICT 285
HARRY WILLISON ROWE
Lewiston-Auburn, Maine

DISTRICT 286
LINCOLN P. LOUNSBURY
Peterborough, New Hampshire

DISTRICT 287
RICHARD H. COWLES
Burlington, Vermont

DISTRICT 288
FREDERICK H. NICKELS
Cambridge, Massachusetts

DISTRICT 289
LESTER H. CUSHING
Lowell, Massachusetts

DISTRICT 290
FRANK H. APPLETON
Norwich-Dennis, Massachusetts

DISTRICT 291
A. LIONEL LAWRENCE
Westfield, Massachusetts

DISTRICT 292
LOUIS S. THOMAS
Deep River, Connecticut

O for the Life of a Governor!

JUST a year ago now there appeared in pages like these a small portrait of Joseph Michael Griffin, of Mackay, Australia. An auctioneer and architect and long-time Rotarian, Joe had accepted the job of governing Rotary District 31 in northeastern Queensland for the year 1955-56. Well, Joe's year proved to be all everyone predicted for it . . . crammed with big and little meetings in which the Governor was the center of things. Not all his year was chicken and dumplings, however. Some of it was just plain mud. Here's a picture of him on his official visit to Monto. Dry creeks in the Australian bush sometimes brim up and overrun the highway—without respect for neatly pressed business suits and Rotary governance.

O for the life of a District Governor!

On the SQUARE

DOWN between Walnut and Locust pretty close to the Delaware River in Philadelphia there's a little square of green shaded by huge old trees and hemmed in by 20th Century buildings. It's Independence Square. Park benches, statuary, fountains, and walkways make it pleasant. Independence Hall, on the north side of the Square, makes it universally famous. Thousands of Rotary folks—lovers of liberty and students of history from many lands—made their way to the Square and Independence Hall and the well-known Bell within it. Here are a few items of and about some of them . . . and of and about Conventioners wherever they were—on Broad Street, in Reyburn Plaza, or out in the labyrinths of Convention Hall.

UNIFIER. There are 7,000 islands in The Philippines. There are people and communities on most of them. Today those people feel their nationality perhaps more than they ever did, but they also feel closer to one another—thanks in no small part to Rotary. Our authority is MARIANO Q. TINIO, a lawyer-rice grower of Cabanatuan City. "You see," says MARIANO, "we love our country, but, scattered as we are over our islands, we have not known each other very well. Now, however, with 34 Clubs dotting our islands and with more Clubs to come, we are travelling back and forth, corresponding, getting acquainted. This overcoming of our indifference to each other—this is Rotary's greatest gift to The Philippines. And we have only begun really," says MARIANO. "Why, in the Rotary year now ending and in the Rotary year to come we shall have added 15 more Clubs, I am sure. And there are great extension possibilities on the east side of Luzon. There we have few Clubs and yet there are centers eagerly awaiting them and needing them." MARIANO, who will be Governor of District 48 in 1956-57, is no stranger to the U. S. East. He's class of '23, Cornell.

Frustrated Fireman. On his lapel RALPH A. BARTHOLOMEW, of Ketchikan, Alaska, wears a golden badge just given him, signifying that he has served for 40 years as a volunteer fireman in his city. The day he arrived at the Lake Placid Club (he is an incoming District Governor) he read in the papers about a disastrous fire in Ketchikan. It burned out 14 businesses, damaged 12 others, and wiped out the establishments of three fellow Rotarians. "The fellows had a terrible job on their hands. I wish I had been there to help," says he. His own business, a transfer and storage company, was undamaged. . . . RALPH is very happy about one thing, however. On July 1 an Italian Rotarian by the name of GIAN PAOLO LANG becomes President of Rotary International (see pages 6 and 7). On that date PAUL LANG will be in Ketchikan, where he will visit for three days.

'It All Began.' Remember the story in the January, 1956, issue about the man in Winchester, Va.? It told how in 1941 this "non-Rotarian" picked a copy of a magazine called THE ROTARIAN out of his post-office wastebasket, got so interested in Rotary he inquired if there were a local Club, some time later was asked to join it. Well, that man is here—and as incoming Governor of District 275! Name? DANIEL E. LEATHERMAN, retired fruit-products distributor. "Everybody's going to make the most of the Magazine in District 275 this year," smiles DAN.

Youngest Governor? No one, so far as is known, has figured the average age of Rotary's 1956-57 crop of District Governors. It must, however, be somewhere around Rotary's average—48 years or so. That probably makes debonair BEN W. MCKIE, of Corsicana, Tex., unique. He is only 30 years of age, but this next year will serve 31 Clubs, including the cities of Austin and Waco, as Rotary's top officer in District 187. A securities broker, BEN has been in Rotary four years and is single. "It is just that I can outrun them," he explains. . . . Of course BEN has some competition on the youth side. Next youngest Governor-to-be seems to be HARRY D. BRUGGEMAN, 32, a Protestant clergyman in Rotterdam-North, The

Independence Hall, and the Liberty Bell enshrined on its ground floor—thousands of Conventiongoers like these went to see these cherished relics of the United States.

Photo: Herbert Pigman

For the 687 "juniors," something's doing all the time. Here a flock of them listen and later dance to some popular music on the roof garden of the Central "Y." Their host is Philadelphia "disc jockey" Bob Horn (against the picket fence), who invited them to and put them on a regular telecast. . . . Next day the "kids" went on an all-day outing. Every day they had fun in their own Youth Hub in Convention Hall.

Netherlands. . . . JOHN H. ESCH, a shoe man of Sheboygan, Wis., comes close to BEN with 34 years. . . . Cotton farmer WILLIAM B. YOUNG, of Athens, Ala., and attorney GORDON K. LOWRY, of Valley Falls, Kans., are about tied at age 37. . . . Who is the oldest of the Governors isn't known, but DAVID M. PUCKETT, of Princeton, Ind., doesn't mind starting the nominations with himself—at age 74.

Presidential Nominators. In accordance with By-Law provisions, five members of the 11-member Nominating Committee for President of Rotary International for 1957-58 were chosen at the 1956 Convention. They were named by balloting in meetings of electors from each of the five zones of the United States. Rotarians scoring the second-highest number of votes in each zone were declared to be alternate members of the Committee. The ten Rotarians thus selected (and all by rule are Past Directors of Rotary International) are:

ZONE 1—P. A. ROWE, San Francisco, Calif.; *Alternate:* RILEA W. DOE, Oakland, Calif.

ZONE 2—CLIFFORD A. RANDALL, Milwaukee, Wis.; *Alternate:* ROBERT A. MANCHESTER II, Youngstown, Ohio.

ZONE 3—DATUS E. PROPER, San Antonio, Tex.; *Alternate:* JAMES EUGENE CONKLIN, Hutchinson, Kans.

ZONE 4—WALTER D. SHULTZ, Cincinnati, Ohio; *Alternate:* S. WADE MARR, Elizabeth City, N. C.

ZONE 5—H. V. CHURCHILL, New Kensington, Pa.; *Alternate:* RALPH S. DUNNE, Bala-Cynwyd-Narberth, Pa.

The six other members of the Nominating Committee for President, which must be constituted no later than July 31 each year, include one member from Canada; one member from Great Britain and Ireland; one member from the Continental European, North African, and Eastern Mediterranean Region; one member from Ibero-America; one member from Australia, New Zealand, and South Africa; and one member from a Club in region other than these.

Off to Moscow. Not too long from now JACK R. GAGE, a Sheridan, Wyo., educator, who is here this week, will be off on a trip to Moscow. He is going with 36 other business and professional men of the United States on a tour arranged by telecaster ALEX DREIER. But there are some special Rotary connections in his itinerary. For five years JACK and an Englishman named SID HASLAM, of Leeds, wrote back and forth to each other, chiefly on the subject of world peace. Each of the men was working on a peace plan. JACK's plan, incidentally, won him a "Crusade for Peace" prize. Well, on his way back from Moscow, JACK is going to stop in Leeds and meet for the first time the widow of his old friend SID HASLAM. And then he is going to meet also a student selected by the Rotary Club of Leeds and bring that student back home with him for a year of study in the United States. The scholarship will honor SID HASLAM. The funds will come from lectures JACK expects to make. On the Russian tour with him will be another Rotarian—GEORGE DAY, of Aurora, Colo. He, too, will give talks to raise funds for the student's maintenance. Oh, yes, JACK is incoming Governor of District 168.

Good Dog. This Rotary thing gets even the young. Here comes pretty JEANETTE PROUD, 15, of Sydney, Australia, and her little sister SUZANNE, 12. Under her arm JEANETTE has a white stuffed dog with a sleek fabric hide. By dint of a bit of trotting around Convention Hall and the Lake Placid Club she has acquired the signatures of all the members of the Board and every Past President on the scene—and when she returns home she will auction off the dog and turn the proceeds over to a Rotary crippled-children fund. The sisters are here with Dad GEORGE and Mother EILEEN—Rotary's First Couple in District 29, come July 1.

To a 'T.' Some seven or eight years ago JUDGE FRED ROOT, of The Tonawandas, N. Y., and some of his fellow Rotarians got to wondering how they could shrink the world a bit and thumbed through Rotary's *Official Directory*. The Club whose name sounded most like theirs was Toowoomba, Australia. And so FRED wrote, sending greetings and good wishes. A fine correspondence resulted and the Judge made a proposal: that any incoming Governor from the Toowoomba neighborhood be sure to come to his home before going to the International Assembly at Lake Placid. Seven men have done so and the current one is RICHMOND W. MANYWEATHERS, a furniture retailer of Casino, who happens to be Mayor of his town. The wonderful hospitality accorded him by

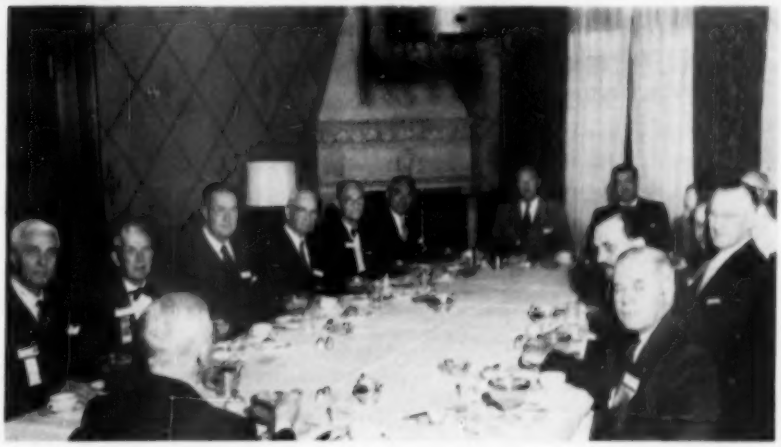
"Roll, Rotary, roll along, roll along." This is Convention Song Leader Frank Gullo, of State College, Pa., getting the maximum out of the crowd.

Having just accepted the traditional mace of his office, Convention Sergeant at Arms L. Robert Adams, of Trafford, Pa., receives some symbolic help in wielding it from one of his 150 Assistant Sergeants—Roy F. McGillicuddy, Philadelphia Rotarian and son of baseball's famed Connie Mack.

"Biggest gavel in the world" is the claim of Rotarians of Toms River, N. J., owners of this huge mallet. Here Harry W. Schob and William J. Gordon, of Philadelphia, use it to tap a replica of the famous Liberty Bell erected in the House of Friendship.

JUDGE ROOT and The Tonawandas fellows he will never forget and he is especially happy to hear that in 1960 JUDGE ROOT himself will be reversing the procedure on a trip to Toowoomba.

Welcome, Monica. Carmi is a city of 5,574 in southern Illinois. A trade and shipping center in an agricultural area, it's busy and prosperous and it naturally tends to think more of Carmi than of far-away places. But look what's going to happen in Carmi on July 12. A pretty young lady named MONICA PRADER, age 20, of Davos, Switzerland, is going to set foot in town . . . and the Mayor and a brass band and just about everybody in the community will turn out to welcome her. It is going to be "MONICA PRADER Day," in fact. Yes, a Rotarian started all this. He is WADE B. EAST—who, with his wife, operates a Baptist children's home in Carmi. Thinking that a Rotary Club ought to do more than just talk International Service, he wrote to Rotary's office in Zurich, asking if there might be a young person in Eu-



Past Presidents present in Philadelphia—as they began a meeting of the Council of Past Presidents. With back to camera is Guy Gundaker. Following from left to right: Incoming President Paul Lang, Crawford C. McCullough, Clinton P. Anderson, Walter D. Head, T. A. Warren, Richard C. Hedke, S. Kendrick Guernsey, Percy Hodgson, Frank E. Spain, current President A. Z. Baker, RI Secretary George R. Means, H. J. Brunnier, Executive Assistant to Secretary Harry A. Stewart, Herbert J. Taylor.

Colleagues of the Board. . . . C. P. H. Teenstra, of The Netherlands, and Allin W. Dakin, of Iowa, U.S.A., sup together at Longwood Gardens.

The Longwood Gardens event? Some 1,700 Rotarians and their wives made the bus trip out to the verdantly lovely estate of the late Pierre S. du Pont, enjoyed a picnic supper in the conservatory, saw and heard bits of Pinafore.

Switzerland has mountains of snow . . . but a year from now it will also have Jack Frost. Here this Rotarian radiologist of San Juan Capistrano, Calif., discusses travel to Rotary's 1957 Convention in Lucerne with Philadelphia Rotarian George Small at the N.A.T.C. booth in Convention Hall. Some 7,500 persons have indicated an interest in attending next May.

Service booths of all kinds line the ground floor of Convention Hall. This one in the "Service to Clubs" section gives sign to Arturo Samudio and his wife of Barranquilla, Colombia, that Spanish will be spoken here. It is.

rope who would like to spend the Summer in Carmi. MONICA PRADER's name came through and WADE, who is here in Conventiontown this week, will meet her in New York and accompany her to Carmi. Looks as if it will be "MONICA PRADER Summer" in Carmi, in fact, for dozens of organizations and families have asked the privilege of entertaining the miss from Switzerland. These District Governors—that's what WADE will become on July 1—there's no limit to what they'll take on.

Globe Circler. Perhaps no Rotarian has visited all the countries in which there are Rotary Clubs—a figure now totalling 99—but a man nearing the three-quarter mark is JOSEPH A. CAULDER, a Past Rotary International Director of Toronto, Ont., Canada. The month before coming to the International Assembly he had just completed a 65,000-mile, all-air tour of 48 nations. En route, he visited 36 Rotary Clubs of 26 different lands, bringing his grand total of Rotary nations visited to 70. "With Rotary entering new countries every year," he says, "it's not going to be easy to set foot in all of them, but it's fun trying."

New in Waterloo. Dairy farmer JOE G. SAGE, of Waterloo, Iowa, incoming Governor of District 191, brightens with pride when you ask, "What's new in Waterloo?" "Trees," he says, "more than 1,500 of them, all recently planted on the 50 acres of wooded land owned by the Rotary Club of Waterloo." He goes on to tell about the Rotary lodge on the site, and how the Waterloo Club opens it every Summer for underprivileged youngsters of the area. About twice a week some 400 excited boys and girls are loaded into busses for an all-day outing at the camp, and with them go a score or more Rotarians to help them have fun. Waterloo Rotary spends about $3,000 a year on the camp's maintenance. The new trees now taking root there were planted by Rotarians, their wives, and a small army of energetic young campers who take a great deal of pride in this forest retreat.

Buck Passer. Every year for ten years the Convention has elected RICHARD E. VERNOR, a Chicago, Ill., fire-prevention publicist, as Treasurer of Rotary International. It is a big and responsible job and DICK handles it for a dollar a year. In the formal election, complete with nominators, seconders, and opportunity for other nominations in Philadelphia, DICK again received the office . . . and, accepting it, drew a dollar from his pocket and handed it to A. Z. BAKER. "This is my salary for the closing year," he said. "Assured that my salary for the next year is to be paid, I can now turn last year's over to you. This is known as 'passing the buck.'" Quick as the well-known wink, A. Z. came back with "Thank you, DICK! No man in Rotary has given so much for so little."

Just a Story. And beautifully told—far better than here!—by L. NOEL DARBYSHIRE, of Ripley, Derby, England. It seems that a man in a land foreign to him visited a restaurant. Unable to communicate by language with the waitress, he drew a picture of the food he desired. Wanting creamed mushrooms, he drew three mushrooms and a cow. The waitress nodded . . . and came back after some delay with three umbrellas and two tickets to a bull fight. Gentle humor from an explosives manufacturer who is taking time this year to serve as RI Representative for District 7.

Story. Good stories punctuated plenary-session addresses. One of them was related by DEAN CLARENCE E. MANION in the Monday-morning meeting. He said he once was at a [*Continued on page 57*]

"Where's the . . .?" "When's the . . .?" "How do I get to the . . .?" No one has all the answers at a Rotary Convention, but the people inside the big Information Booth in Philadelphia had more of them than anyone else. Here Max S. and Wilma Barker and daughter Laura, of Iowa, get help from William Zimmermann, of Philadelphia.

PEEPS at Things to Come

BY ROGER W. TRUESDAIL, PH.D.

■ **The Calories Drain Away.** A new type of deep-fat fryer degreases food as it fries through use of a draining ledge that keeps the deep-fried foods so hot that the fat drains away and can't congeal as it does in the conventional wire basket drainer or when placed on absorbent paper. In addition to the lower caloric value and the improved taste of properly drained deep-fried foods, the following advantages are claimed: economical—uses only two pounds of shortening, which a micro-mesh filter cleans as it drains for future use; large capacity—makes effective use of more than 50 square inches' frying area; splatterproof design; easy cleaning; and lifetime construction.

■ **Personal Alarm.** Designed particularly for women, this device is entirely a new idea in personal protection. Weighing only ten ounces, it may be carried in the purse or pocket and then placed in the palm of the hand when one is exposed to danger—as in walking down a dark street, or waiting on a deserted street corner for bus or trolley. Pressure on a button sets off a piercing siren that is louder than any human call for help and the device cannot be silenced until it cuts off of its own accord. It is a precision instrument, operating with a wind-up mechanism, and is commended by law-enforcement officers.

■ ***No Ball to Chase!*** **A novel item permits golfers to practice with woods and irons in even a small back yard. This practice ball made of tough, pliable white plastic is attached to an ash hardwood anchor which is pushed into the ground. It is claimed a golfer can groove his swing at home, develop form, and correct a hook or slice. The plastic ball returns to position after club impact.**

■ **Unique Reading Aid.** Five years of research are said to have gone into the development of a practical low-cost magnifying device which will allow a great many persons with subnormal vision to read standard printed or written material. It is an optical instrument that projects a three- to five-times enlarged image of reading material on a built-in illuminated screen, where it can be read easily for prolonged periods at a normal, comfortable reading distance. With material on a universal plateau, the user scans across a wide page simply by sliding the book or magazine to the left; he reads down a page by sliding it away from him (see photo). The image on the screen is of even contrast from edge to edge. An important advantage is that the room in which the device is used need not be darkened. It offers the means of opening up a great new world of opportunity to many who have been denied the means of keeping up with their contemporaries because of their inability to see sufficiently well to read.

■ **Fluoridation Gains.** Fluoridation of water supplies is gaining world-wide status as an established public-health procedure, according to the American Dental Association, which reports that the measure to reduce dental decay is in operation, in addition to the United States, in Brazil, Canada, Chile, Colombia, Germany, The Netherlands, Japan, New Zealand, and Switzerland. In the United States the program is now serving some 22 million persons in more than 1,100 communities, including such large cities as St. Louis, Philadelphia, Baltimore, Pittsburgh, Washington, D. C., and San Francisco. Chicago has announced plans to initiate the measure early this year. In all, one out of every four residents of U.S.A. urban areas is now drinking water containing a suitable amount of this decay-preventing element.

■ **Encased Knife-Fork.** From West Germany, reputed cutlery center of the world, comes a unique two-piece knife-and-fork set which is ideal for picnics, beaches, car glove compartments, lunches, and camping. The handles of the knife and fork are of polished cherry wood and are self-encased, thus ensuring their cleanness and protection against damage. Blade and fork are of stainless steel and mirror-finished, with set measuring about eight inches when closed.

■ **Degreaser.** Heavy deposits of grease and oil that make automobile engines, marine equipment, outboard motors, power lawn mowers, barbecue grills, and kitchen exhaust fans messy can be softened and loosened with a new aerosol spray so they can be washed off with a water hose. The product contains no acids or alkali which might harm metal surfaces, its manufacturer claims, and also can be used as a cleaner on painted surfaces, clothing, and upholstery. Other tested applications include cleaning auto underframes, aircraft and Diesel engines, aircraft fuselages and windows, materials-handling equipment, and oil or grease spillage on cement floors.

■ ***Dinner in the Bag.*** **A famous New York City restaurant has turned food processor and is freezing individual, precooked portions of four of its most popular dishes in a transparent bag, with eight more dishes projected. A unique feature awaits the user: the entree, in the unopened bag, is dropped into boiling water. Twelve minutes later Mrs. Housewife serves a piping-hot, precooked meal, and she hasn't even soiled a cooking utensil. Currently the products are marketed only in the New York City area, but greater distribution is planned.**

PEEP-ettes

—By the year 2000, it is estimated, about ten times as much energy will be used throughout the world as was used in 1947.

—A new laboratory crucible made of zirconium boride has a melting point of 3,900° Fahrenheit and is designed for work with molten metals such as magnesium, steel, tin, and zinc, as well as with nitric and hydrochloric acids.

—300 gallons of jet fuel are required to taxi a current jet bomber from warm-up ramps to the end of a runway for take-off, which generally is a distance of one and a half miles.

* * *

Readers wishing further information about any product mentioned may address inquiries to "Peeps," THE ROTARIAN *Magazine, 1600 Ridge Avenue, Evanston, Illinois. They will be promptly forwarded to the manufacturer.*

Photo: Franklin Institute

An optical instrument that projects a three- to five-times enlarged image of reading material provides a new opportunity for those of subnormal vision (also see item at left).

Speaking of BOOKS

The lowly, once-scorned 'paperback' is bringing the best literature into the mass market.

By JOHN T. FREDERICK

I TURNED the revolving bookstand in the drugstore slowly, checking each row of "paperbacks" for new and appealing titles. This time I had good hunting. As I paid for three books—at about the same cost per book as that of a milkshake or a package of cigarettes—I was struck once more by the fact that we have had a revolution in book publishing in the United States and that it's still going on. Drugstore bookstands don't tell the whole story—some of the most exciting recent paperback publications haven't reached that kind of distribution and possibly won't. But the fact is that, thanks to the paperback, the cost of books is no longer a serious obstacle to pursuing almost any reading hobby.

There was a feeling, as I remember it, say, 40 years ago, that a paperback was necessarily a very cheap and shoddy book in content as well as form—something on the "Diamond Dick" or "Slow Train through Arkansas" order, or worse, and that one should be ashamed to be caught with a paperback in his possession. That was peculiar, not only because the best of new books were being issued in paper covers regularly in other countries, but also because there had been two earlier periods in the United States when good books had been sold in paper bindings.

The first of these periods was a brief one, in the 1840s. A second period of paperback publishing in the United States was initiated by the popularity of the "dime novel" during and after the Civil War. By 1875 books of good literary quality were beginning to appear in paper covers and meeting with enormous sales. My own first acquaintance with Carlyle, Ruskin, Emerson, Thoreau, and Thackeray came through these paperbacks—copies passed on to me from an uncle's library. I remember reading away on Ruskin's *Stones of Venice* while I did the weekly churning at the Iowa farm one Summer—a chapter each week. I suppose the slosh of the cream in the barrel churn may have kept time to the rhythm of Ruskin's prose.

The third, presently continuing, and I hope permanent "revolution" in the direction of paperback publishing in the United States may be said to have begun definitely in 1939 with Robert DeGraff's publication of the first of the Pocket Books series. In 1948 I estimated that by that time approximately half a billion copies of the Pocket Books and the other new series of paperbacks had been sold. By now the total must be many times higher. Representative of the variety and real value of the offerings of these mass-distributed series are the three books I bought from the drugstore racks a few days ago: *The Pioneers*, a volume of first-rate stories of the American West by Jack Shaefer, whose novels *Shane* and *The Canyon* I have warmly recommended in these pages; *The Tumult and the Shouting*, the fine biography of Grantland Rice, most beloved American sports writer—a prize for every sports fan; and *Only Yesterday*, Frederick Lewis Allen's brilliant history of the 1920s which has been long and deservedly popular in the regular edition.

Within the past few years a number of new series of paperbound books, somewhat different in character from those initiated in the 1940s, have notably enriched and enlivened our opportunities as readers. For the most part these books sell at somewhat higher prices than the earlier series—from 65 cents to $1.45 in most cases—but still far below what the same books would cost in standard bindings. Usually they are superior in design and durability to the books of the less expensive series. Most important, nearly all these newer paperbacks are *books to keep*. They include modern and older classics of fiction and poetry and works of major importance in history, biography, music, painting, public affairs, and many other fields. In this article I shall try to survey this newest phase of the "revolution" in publishing, suggesting a wide range of titles rather than reviewing a few carefully.

What I mean when I speak of the resources offered to the reader by these new series is well illustrated by *They Wrote on Clay*, by Edward Chiera, a volume in the Phoenix Books series of the University of Chicago Press. It is a richly illustrated and highly readable account of how much scholars have learned about the life of ancient Assyria and Babylonia—and how they have learned it, from the clay tablets which served not only as books and documents but as letters and memos for thousands of years.

Cornell University Press has devoted its new paperbound series, Great Seal Books, to making available at small cost works of high importance in history and public affairs which have not been in print. *The United States in 1800*, by Henry Adams, is a notable example.

With 84 books now in print, the "Anchor Series" of Doubleday and Company is the most extensive and one of the most varied of these new ventures in paperback publishing. An outstanding new title is *The Disasters of War*, excellent reproductions of 85 etchings of the great Spanish painter Goya. Other important new books in this series are F. W. Dupee's admirable biography, *Henry James*, especially revised for this edition; Samuel Lubell's *The Future of American Politics*, also newly revised; and a new volume of American plays, *The Modern Theatre, Vol. 4*, edited by Eric Bentley. There are now some 3½ million Anchor Books in the hands of readers. Also widely welcomed has been the Image Books series of Catholic works; of the 34 Image titles to date, more than a million and a quarter copies have been sold.

ANOTHER series of highest interest and importance, and of wide variety, is the Vintage Books series of Alfred A. Knopf, Inc. Perhaps the high point of this series for me is *Five Stories*, by Willa Cather: the first inexpensive publication of Miss Cather's work, and an admirable selection which contains hitherto uncollected work, and what I regard as three of the greatest stories ever written in America. Classics of modern and earlier literature form a large part of this series—works of Cooper, Hawthorne, and Stephen Crane, of Thomas Mann, Elizabeth Bowen, D. H. Lawrence.

Representative new titles in the Meridian Books series, published by the Noonday Press, are Woodrow Wilson's *Congressional Government*, a reprinting of this important work of the 1880s with a new introduction by Walter Lippmann; and Jacques Barzum's *Berlioz and His Century*, a brilliant volume of musical history.

The Evergreen Books, published by the Grove Press, are especially noteworthy for inclusion of important 19th

Typical of the results of the "book-publishing revolution" which Reviewer John Frederick describes are these paperback editions of well-known works.

Century novels, European and American, which have been hard to find in other editions. An outstanding Evergreen title is a new edition of Mark Twain's *Pudd'nhead Wilson*, with an introduction by the British critic F. R. Leavis. Turgenev, Zola, Doestoevsky, Melville, and Henry James are among the novelists represented in this series.

The Anvil Books, published by D. Van Nostrand Company, are extremely interesting contributions to the fields of history and related subjects. All the "Anvil" Books are original—prepared especially for this series. Recently issued and representative of the series is *Contemporary Africa: Continent in Transition*. It contains approximately 100 pages of admirably organized and well-written history and analysis by T. Walter Wailbank, of the University of Southern California, followed by another 100 pages of history-making and revealing documents from the days of Stanley and Livingstone to the 1950s. Other outstanding titles in this series are *Modern Japan*, by Arthur Tiedemann; *The Papacy: A Brief History*, by James A. Corbett; and *The World in the Twentieth Century*, by Louis L. Snyder, professor of history at the City College of New York, who is also general editor of the series.

Devoted wholly to documentary and related materials are the very interesting volumes of the Docket series, of Oceana Publications. *The Wilson Reader*, for example, edited by Frances Farmer, law librarian at the University of Virginia, contains an especially well-written introductory essay on Woodrow Wilson's life and work, followed by some 40 discriminatingly selected speeches, letters, and messages. Other valuable titles in the Docket series include "readers" presenting for the general reader the lives and characteristic thought of four great American jurists: John Marshall, Daniel Webster, Oliver Wendell Holmes, Jr., Louis Brandeis.

The Gateway Editions, published by Henry Regnery Company, offer in the dozen volumes already published inexpensive editions of works of major importance in modern thought, ranging from John Locke and Edmund Burke to Sigmund Freud and William James. Especially important is a volume of *Selected Essays* of Orestes Brownson, dynamic and influential but now neglected reformer and religious thinker of the 19th Century America, with an admirable introduction by Russell Kirk.

To the reader who is interested in the history of science (as I happen to be, in a purely amateur fashion), the 500-page paperback Dover Publications edition of *The Birth and Development of the Geological Sciences*, by Frank Dawson Adams, is a find and a delight. It is well printed, and contains all the fascinating illustrations of the original edition. The Dover Books include many others of much interest in the field of science.

Brief notice of two paperback series very recently initiated by major publishers may round out our still incomplete survey of the field: the Compass Books of the Viking Press and the Harvest Books of Harcourt Brace and Company. The Compass Books, in slightly larger page and type size like those of the Evergreen Books, are introduced by the volume that contains what I regard as the best fiction ever written by famous novelist John Steinbeck: the short stories of the collection called *The Long Valley*, including "The Red Pony" and "The Leader of the People." The Harvard list includes a neglected novel by one of the most important of contemporary fiction writers in the United States—*The Last Adam*, by James Gould Couzzens—and a welcome collection of Katherine Anne Porter's stories of the South under the title *The Old Order*.

Supplementing and extending the immeasurable service to readers performed by the mass-distributed paperback series, these newer developments in the paperback field are making available books which might not quite qualify for mass distribution: yet all the publishers testify that they are meeting with astonishingly wide acceptance. All told, the paperbacks now make it possible to follow almost any individual taste in reading, extensively and fruitfully, at very little cost for the books.

* * *

Books reviewed, publishers, and prices:

The Pioneers, Jack Schaefer (Ballantine Books, 35 cents).—*The Tumult and the Shouting*, Grantland Rice (Dell, 35 cents).—*Only Yesterday*, Frederick Lewis Allen (Bantam Books, 35 cents).—*They Wrote on Clay*, Edward Chiera (Phoenix Books, University of Chicago Press, 5750 Ellis Ave., Chicago 37, $1).—*The United States in 1800*, Henry Adams (Great Seal Books, Cornell University Press, 124 Roberts Place, Ithaca, N. Y., $1.25).—*The Disasters of War*, Francisco de Goya (Anchor Books, Doubleday & Co., 575 Madison Ave., New York 22, N. Y., $1.25).—*Five Stories*, Willa Cather (Vintage Books, Alfred A. Knopf, 501 Madison Ave., New York 22, N. Y., 95 cents).—*Congressional Government*, Woodrow Wilson (Meridian Books, 17 Union Square, New York 3, N. Y., $1.25).—*Pudd'nhead Wilson*, Mark Twain (Evergreen Books, Grove Press, 795 Broadway, New York 3, N. Y., $1.25).—*Contemporary Africa*, T. Walter Wailbank (Anvil Books, D. Van Nostrand Co., 120 Alexander St., Princeton, N. J., $1.25).—*The Wilson Reader*, edited by Frances Farmer (Docket Books, Oceana Publications, 43 West 16th St., New York 11, N. Y., $1).—*Orestes Brownson, Selected Essays*, edited by Russell Kirk (Gateway Books, Henry Regnery Co., 20 West Jackson Blvd., Chicago 4, Ill., 95 cents).—*The Birth and Development of the Geological Sciences*, Frank Dawson Adams (Dover Publications, 920 Broadway, New York 10, N. Y., $2).—*The Long Valley*, John Steinbeck (Compass Books, Viking Press, 18 East 48th St., New York 17, N. Y., $1.25).—*The Last Adam*, James Gould Cozzens (Harvest Books, Harcourt Brace, 383 Madison Ave., New York 17, N. Y., $1.25).

Rotary REPORTER

News and photos from Rotary's 9,082 Clubs in 99 countries and regions

Bedford Proud of New Clinic

A busy man in Bedford, Ky., is Rotarian Carl Cooper, Jr., a doctor on whom nearly 6,000 residents of the county rely for medical attention. He does his work in a new ten-room clinic built and equipped as the result of a community-wide campaign led by the Rotary Club of BEDFORD. This story goes back to 1953, when Dr. Cooper, then at a LOUISVILLE, KY., hospital, was invited to practice in BEDFORD by a business group that included Carroll Morgan, 1955-56 Rotary President. The town's medical needs were surveyed, and an agreement reached regarding the building of a clinic. Designed by Dr. Cooper, the center was recently dedicated at ceremonies sponsored by the BEDFORD Club. Its facilities include four treatment rooms, an X-ray unit, laboratory, and maternity room. Proud of the $30,000 medical center, Dr. Cooper calls it "a step in the right direction" toward a long-range medical program for the entire county.

Alright, You! Pull Over There

If you happen to be driving through LAMONI, IOWA, and a motorcycle patrolman stops you, don't start thinking of a traffic fine right away. It might turn out to be your lucky day, and if it is you will wind up as the guest of the Rotary Club of LAMONI. It's a friendly plan that works this way: Every other Wednesday the Rotary Club has arranged for a town patrolman to stop a car and invite the occupants to a Club meeting. Usually the officer picks an automobile with two passengers, as it is then more likely for the invitation to be accepted. One day the officer made a perfect choice: he stopped a bride and groom on their honeymoon. Besides being greeted by every Club member, guests enjoy a free luncheon and are given samples of products made in LAMONI. The purpose of all this? Well, fellowship, of course, and to show that "LAMONI is a friendly town."

At its charter-night meeting, the Rotary Club of Oneco, Fla., becomes a 100 percent contributor to the Rotary Foundation, as W. Hugh McElhiney (left), Club President, receives congratulations for the $250 check he handed to Raymond Turner, of the Rotary Club of Bradenton, Fla., sponsor of Oneco. On the table are some of the gifts Oneco received from other Clubs.

Never Too Old for a Good Time

Happiness always fills the banquet room when the "Goldenweds" of Pennsylvania get together. They are couples married 50 years or more, and who are annually entertained by the Rotary Clubs of TARENTUM-BRACKENRIDGE and LEECHBURG, in coöperation with the *Valley Daily News* of TARENTUM. Recently they enjoyed their eighth reunion, 266 of them whose years of married life totalled nearly 7,000. Among these 133 couples, the youngest was 70, the oldest 93. A special prize was given to the couple married the longest: 65 years. In his greeting to the guests, Joseph A. Nock, Jr., President of the Rotary Club of TARENTUM-BRACKENRIDGE, turned everyone's thoughts to tomorrow by saying, "And we'll expect you all back next year."

Their scholarship checks in their hands, Gordon Wallace and Ivar Isackson, freshmen at the University of Washington, thank Rotarian Morton A. Johnson, superintendent of schools in Kirkland, Wash., for this Rotary help. Scholarships to high-school graduates are awarded annually by the Rotary Club of Kirkland-Bellevue.

Some Busy Days in Hot Springs

A 12-year-old boy who has the beginnings of a distinctive Rotary stamp collection is Franklin Hurst, of HOT SPRINGS NATIONAL PARK, ARK. His story was reported in THE ROTARIAN for January, 1956. Since then there has been other news from HOT SPRINGS, some of it again about the Hurst lad. Not long ago the Rotary Club of HOT SPRINGS, which is sponsoring the boy's stamp activities, invited Franklin to come to a Club meeting and display his Rotary collection. It made such an impression on all who saw it that one Rotarian, a visitor from ORLANDO, FLA., later sent the young philatelist some Rotary stamps he did not have. Earlier the HOT SPRINGS Rotary Club, its interest again focused on youth, played host to members of the student council of the local high school, who described the code of conduct they had formulated for teen-age activities at home, at school, and in public. More recently HOT SPRINGS Rotary held a special meeting in honor of William L. Hall, one of the founders of the U. S. Forestry Service and the originator of the practice of selective cutting of timber.

Photo: U. S. Army

At Fort Carson, Colo., some 90 Rotarians of Colorado Springs and North Colorado Springs observed infantry training methods, enjoyed luncheon in the mess hall with trainees. Here E. W. Stannett-Brown (left) and W. A. Kraus, North Colorado Springs members, get some tips in handling a rifle.

These 'Doings' Did the Trick

Once in a while, for a change of pace, Rotary Clubs "ring the bell" with programs unlike the usual meeting fare. Some recent "bell

Photo: Webb

Now under way in thousands of U. S. communities are plans for the 1956 Halloween fund drive for the United Nations International Children's Emergency Fund. These Rotarians of Amsterdam, N. Y., are shown pouring their 1955 collections for UNICEF in a pile. At left is Raymond H. Johnson, Jr., '55-56 President of Amsterdam Rotary.

ringers" of this kind were these: In GLOUCESTER CITY, N. J., the Rotary Club honored a local citizen by featuring him on a program patterned after a popular U. S. television show called *This Is Your Life*. The life recounted was that of James McNally, assistant high-school principal noted for his outstanding work with students and teachers on many projects. Guest McNally received a gift, and was reported to be "completely surprised" by it all.

The letter "H" had a program built around it in ALLENTOWN, PA., recently when the Rotary Club put in the spotlight all members whose surnames begin with "H." The speaker was Donald V. Hock, Mayor of ALLENTOWN; Charles H. Hoch was Program Chairman; and seated at the head table were 12 members, all with H-beginning names. . . . A visit by a distinguished American judge recently made a Rotary meeting in VIJAYAWADA, INDIA, a "special" one. The jurist was Phillip B. Williams, judge of the juvenile court in DENVER, COLO., and his talk was on youthful delinquency. The Rotary Club of VIJAYAWADA coöperates with the government in the operation of a local juvenile home and court.

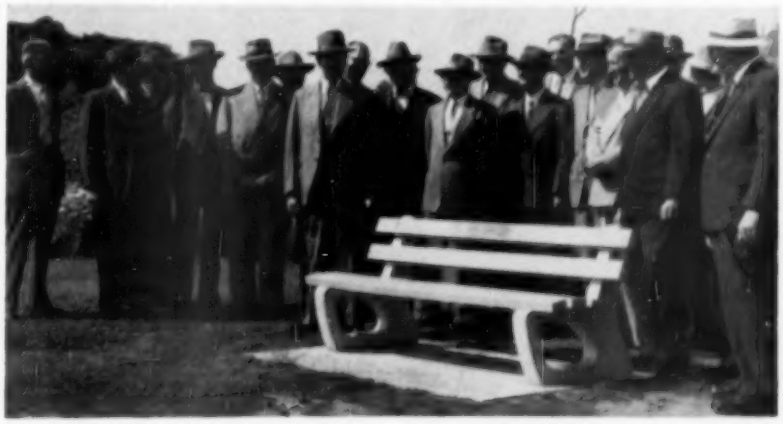
An outstanding Rotary meeting in SAND SPRINGS, OKLA., was held recently in a church before a large audience. It put in the spotlight Rotarian George Leonard Shultz, widely known artist who has painted portraits of many famous persons, including former President Harry S. Truman. Present were art students and teachers, many leading citizens of Sand Springs, and Rotarians' wives. After five years of study, Rotarian Shultz completed the paintings of the Twelve Apostles, and these he displayed and commented on at this special Rotary meeting.

It was a "big day" at a meeting of the Rotary Club of FALLS CHURCH, VA., not long ago, when Max Jakobson, an official of the Finnish embassy in WASHINGTON, D. C., addressed the Club. The meeting room was decorated with the flag of Finland and a map of the country. Mr. Jakobson's talk was recorded on tape and sent to the Rotary Club of HELSINKI, FINLAND.

Hats Off to Our Teachers! At a Rotary gathering in SHEBOYGAN, WIS., not long ago, the honored guests represented more than 1,450 years of teaching experience. It was "Teacher Recognition Night" and to it came 58 teachers of SHEBOYGAN and near-by KOHLER, each with 25 years or more service. Present, too, were members of the boards of education of the communities. To each guest was given a certificate of appreciation, along with vocal praise heaped upon all by George Schilstra, 1955-56 Club President.

Size No Matter among Keglers The Rotary Club of ADAMS, N. Y., has 29 members, it being among the great majority of small-sized Clubs in the Rotary family. Still, its size hasn't kept it from becoming a "big name" in Rotary bowling circles for the

To become better acquainted with their communities as a means of determining important needs, Rotarians often visit schools, hospitals, libraries, and other public institutions. Here Rotarians of Nagoya-West, Japan, pause in a children's ward as they tour a local hospital. Presenting a bouquet of flowers to a nurse and child is Takeo Komuro, 1955-56 President of the 40-man Nagoya-West Rotary Club.



In Albert Park, on a site affording a panoramic view of their city, Rotarians of Brisbane, Australia, gather to dedicate a bench and surrounding area to Rotary's Golden Year. Near the bench three trees were planted to serve as living memorials to the Anniversary. A plaque on the bench carries a dedicatory message.

In the operating room of a hospital in Hamilton, Bermuda, a doctor demonstrates the use of surgical instruments purchased with funds donated by the Rotary Club of Hamilton. The donation, £1,500, also was used to buy X-ray darkroom equipment. At the right is H. Stewart Atwood, 1955-56 President of the Hamilton Rotary Club.

Photo: Curtis

Billy's back! First he was given to the Rotary Club of Garden City, Kans., by Rotarians of near-by Dodge City, the winners of an attendance contest between the two Clubs. Later, Dodge City lost, so the goat comes back—"cleaned, gilded, and smelling like a rose." Claude Wright (left), Garden City Rotarian, presents him to Guy Josserand, 1955-56 Dodge City President, and Wm. Starke, of losing Club.

For saving five children in a burning house, 17-year-old Ronald Cole receives a Carnegie Hero Medal and an educational award of $250 from the Carnegie Commission. He was sponsored for the honor by the Rotary Club of Springfield, Ohio. Edwin Cozier, Springfield Rotarian, presents award.

A 750-foot well, the second one now operating in a village being aided by the Rotary Club of Calcutta, India, draws its first water, as Rotarians watch in the background. It is named after Joaquin Serratosa Cibils, of Uruguay, a Past President of Rotary, who made a personal donation to village.

ADAMS team recently won the championship-division title at the annual New York State Rotary Bowling Tournament in SYRACUSE, N. Y. This was a nonhandicap tournament, and ADAMS bowlers rolled a 2,860 triple, with scores of 960, 951, and 949. In 1955 the ADAMS team won the booster-division title at the SYRACUSE tournament. But bowling isn't the Club's only claim to sporting fame! It also won the 1955 team championship of District 250's golf tournament.

Students Get Warm Welcomes

One of the most popular ways that Rotarians enlarge their acquaintanceship with persons of other lands is by hosting overseas students at Club meetings. Here are a few recent examples of this International Service work. In ARKANSAS CITY, KANS., the Rotary Club entertained five students of a local college, three from Korea and two from Thailand. . . . A recent week-end in MARION, N. Y., took on an international scope when the Rotary Club hosted four students from Greece, Italy, Ceylon, and Jordan, the visitors staying in the homes of Rotarians. The events included an "international party" to which young people of the community were invited, a gathering attended by high-school students at which the visitors talked about their homelands, a tour of the town, and a Rotary meeting. "It was truly an experience that will not soon be forgotten," says Michael Kary, a MARION Rotarian. "Our horizons were considerably widened, as we received from them points of view and facts of world-wide importance."

The 32-man Rotary Club of ZEBULON, N. C., recently hosted 40 students from 17 countries during a week-end filled with community tours, family visits, and enlightening discussions. The students, all from the University of North Carolina, were received by the Mayor, stayed in private homes, enjoyed a banquet and a dance, and came to know their hosts quite well before they returned to school. "It is impossible," said a ZEBULON clergyman speaking about the students' visit, "to express the success of last week-end. The event far surpassed anything we had in mind. It did more good than all the books in the world and a whole lifetime of sermons. Attitudes were changed, hearts were opened, and lives were warmed." The Rotary Club gave a name to this student project: "The World Comes to Zebulon."

In DURHAM, N. C., is Duke University, and at least once a year the local Rotary Club invites all overseas students at Duke to a meeting. Recently DURHAM Rotary hosted 62 students from 31 different nations, and the gathering was called "one of our best meetings." In addition to this annual affair, DURHAM has one or two students at other meetings at which the guests tell of their homelands and also "make comparisons between their country and ours. Some flattering, some not very flattering. They usually 'pull no punches' and if our ears tingle just a bit, we feel it is for the best."

San Angelo Puts It on Film

If you ever "make up" at the Rotary Club of SAN ANGELO, TEX., don't expect your Club to be notified in the usual way. A notice will be sent, but it will be a photographic one, the kind you'll probably want to keep after your Club Secretary has recorded your make-up. What they'll do there in SAN ANGELO is this: You and any other visiting Rotarians will be asked to stand alongside the Club's six-foot banner while a photographer takes one, maybe two pictures. It will then be developed and printed on a postcard, the reverse side of which has room for a message and your Club's address.

Speaking Up in Tiruchirapalli

Annually high-school and college students speak up for oratorical prizes given by the Rotary Club of TIRUCHIRAPALLI, INDIA. The contest is held in English for college students, and in Tamil for high-school contestants. Recently the collegiate competition was participated in by students of three schools, the first- and second-place winners receiving silver trophies. In the high-school contest the winners also were given silver cups. Handsome shields were presented to the two schools—college and high school—whose students won the most awards.

Many Happy Returns to You!

Fellowship, someone has said, is many things, like a smile, a handshake, a readiness to help another. In MEMPHIS, TENN., the Rotary Club doesn't overlook birthdays in its fellowship plans. Each week there's a birthday table and on it is a little cake with candles. Members with birthdays during the week sit at the table, and each is given a special introduction that includes a bit of his personal history. "It helps make for good fellowship," says Geren Baird, Jr., 1955-56 Chairman of the Publicity Committee, "and all of us like the idea, even though it's another reminder that we are growing older."

All Take Pride in 'Rotary Glen'

On the outskirts of SALT LAKE CITY, UTAH, at the mouth of a canyon, is a beautiful ten-acre recreation area known as "Rotary Glen." The result of much effort and expense

(at least $25,000) by the Rotary Club of SALT LAKE CITY, the park is now owned by the city, it having been given the area by Rotary last year. Recently SALT LAKE CITY Rotarians made another donation to their community: they presented a city commissioner with a check for $6,180 for the making of additional improvements at "Rotary Glen." The park already has picnic facilities, an attractive entrance gate, fireplaces, a pool, and landscaped areas.

Winning Friends through Reading

In more than a score of California communities in the LOS ANGELES area not long ago, old magazines suddenly took on a new importance. Instead of householders throwing them away, they saved them . . . for Rotarians who would come to collect all they had. To help build more friendly overseas ties for America and its people, the Rotary Clubs of District 160-B participated in a "Magazines for Friendship" campaign originated a few years ago by a professor of English at Occidental College in LOS ANGELES. With the coöperation of the U. S. Department of State, groups shipping magazines abroad have been authorized to send them to many U. S. embassies and consulates for distribution among key persons and groups in the overseas nations. The District 160-B campaign amassed 65,000 pounds of magazines for nations of the Far East (see photo). The total shipment weighed 32 tons and numbered more than 1,000 cartons.

Photo: Carleton

Ready for shipment from California to nations of the Far East are 1,000 cartons of used magazines — 65,000 pounds of them — all collected by Rotary Clubs of District 160-B to help promote international understanding and goodwill (see item). District Committee Chairman is Edw. A. Sheehan (top left), of Encino; District Governor (1955-56) is Harry R. Morrill (top center), of Toluca Lake.

Thousands More Meet The Test

Almost each week The Four-Way Test enters the lives of more students, employees and employers, government leaders, and others, as Rotary Clubs continue to present this measuring stick of human behavior to segments of their communities. Recent examples of these presentations include that of the Rotary Club of PORTLAND, IND., its Test project embracing more than 1,800 adults and school children in the community. First, Test pamphlets were distributed to local schools, with Club members appearing before classes to discuss ways of putting The Test to work. A large framed poster of The Test was also hung in the gymnasium of the high school. To reach PORTLAND'S working population, the Rotary Club arranged to have The Test distributed to more than 1,200 employees.

In MONTGOMERY, ALA., 16 junior and four senior high schools received copies of The Four-Way Test in a county-wide distribution of the code by the MONTGOMERY Rotary Club. In presenting The Test, James Rouse, Committee Chairman, asked students to apply it "to their studies, student activities, personal life, and athletic occasions."

By combining school presentations with an essay contest for students, the Rotary Club of CHANDLER, OKLA., gave its Four-Way Test project a double impact. Framed posters of The Test were hung in every room of CHANDLER schools, and small desk plaques were given to all faculty members. Then the Rotary Club announced its 500-word essay contest on The Test, with fountain pens as prizes for the writers of the top three entries. The first-place winner stressed the importance of The Test's positive wording, stating, "Upon examining The Test, you will notice it says, 'Will it be beneficial?' instead of 'Will it be harmful?' "

Students Figure in These Plans

High on the activity lists of Rotary Clubs are student projects, a varied type of Rotary work with but one purpose: to help a student achieve his educational goal. Among the many Rotary Clubs conducting scholarship programs is that of NORFOLK, VA. It currently has its sixth overseas student studying on a one-year scholarship at the NORFOLK branch of William and Mary College. . . . To help make classwork more interesting, Rotary Clubs sponsor essay contests, often on international subjects. Recently the Rotary Club of GARDNER, MASS., in coöperation with a local clock company, sponsored a contest on "Why a trip to Trinidad would foster international goodwill." Open to sons and daughters of Rotarians in the New England region, the contest was won by 16-year-old Merry Lee Corwin, of HINGHAM, MASS., who received the plaudits of the HINGHAM Club for her victory.

Student loan funds also are maintained by Rotary Clubs for youths in need of financial help. Many of them have been in operation for more than a score of years, one of them being

Take a Page from El Paso

Month after month this Magazine goes into Rotarians' homes around the earth. It informs, inspires, and entertains its readers, and often gives them ideas for their Rotary Clubs to act upon. How one Texas Club put THE ROTARIAN *to work is described below. Do you read your Magazine with an eye for ideas?*

BUILT of Cordova shell limestone, the new public library in El Paso, Tex., is a beautiful building, its architecture expressive of the U. S. Southwest. But it is more than beautiful: it is a public facility whose service is constantly growing in importance to the city. In this enlargement of the library's usefulness, the Rotary Club of El Paso has played a key rôle.

The Rotary Club's main tool in its efforts to focus public attention on the library was an article that appeared in THE ROTARIAN for October, 1955, entitled *Try Your Library First*, by Paul W. Kearney. Sparked by Irving Schwartz, 1954-55 Club President and president of the library's board of trustees, the plan got under way with the distribution of reprints of the article among Rotarians and others. Then forms were passed out to Club members on which they made requests of the library's reference facilities.

Later, at a Club meeting, the head librarian spoke about the library's services, and the reference librarian discussed requests that Rotarians had submitted. An attorney obtained some facts concerning a case he was studying; a Government agency official had a history question answered; a dentist received some medical information; and so on, with many inquiries related to sports and hobbies.

"Many interesting and vital matters were uncovered that demonstrated the varied services of the library," says Rotarian Schwartz. "We are going to put this program on for other service clubs in El Paso to broaden still more the library's usefulness."

Fall of '55 brought these eager youngsters out to help at the ground-breaking ceremony for a Rotary-sponsored swimming pool in West Chicago, Ill. This month they are churning about in the pool, which, as the sign says, was to be ready in June. West Chicago Rotarians "did the research and doorbell ringing for it and the rest of the community followed their leadership."

Under this dogwood tree, planted 17 years ago by Paul P. Harris, Rotary's Founder, stand Rotarians of White Sulphur Springs, W. Va., as a bronze marker is dedicated to the leafy memorial.

Photo: Rotarian W. C. Taylor, Jr.

"Here, Jimmy, write some songs," says Mahon Jones, '55-56 President of the Holly Springs, Miss., Rotary Club, as he presents a recording machine to the paralyzed youth, who likes to write songs and will use recorder to do so.

Photo: Corbin

Accepting a $1,231 check for a retarded children's association is Mrs. William Cook, the donor being Chas. R. Hill, 1955-56 President of the Rotary Club of Tarzana, Calif, which raised the money by sponsoring a music concert.

that of the Rotary Club of CHARLESTON, S. C. Now 22 years old, this fund has made 75 student loans totalling more than $30,000. . . . To encourage greater interest among local students in international affairs, the Rotary Club of SHARON, MASS., recently gave 58 high-school seniors a trip to the United Nations headquarters in NEW YORK, N. Y. Travelling by train, the students made the journey in one day. At the U. N. building they were taken on conducted tours of the meeting chambers of various councils of the organization.

For the second year the Rotary Club of JEFFERSON CITY, MO., has sponsored a "State Government Day" for senior high-school students of District 196. The recent event was participated in by 60 boys and girls sent by 21 Missouri Rotary Clubs, each local group paying its student's travelling expenses to and from JEFFERSON CITY, capital of the State. The day's events included a tour of offices in the Capitol building, talks by government officers, and visits with the State's Governor and Lieutenant Governor. The students were also introduced in the House and the Senate.

This month the Rotary Club of SANTA PAULA, CALIF., presents its second annual craftsmanship awards to high-school students doing outstanding work in several craft classes, such as metal, wood, copper, leather, and plastics. The purpose of these Rotary awards is "to give dignity to products of labor and recognition to the individuals producing articles of superior quality." Last year 12 awards were presented, the winners receiving certificates and cloth banners.

Two Clubs Mark 25th Birthdays

In July, 1931, Rotary entered two new communities: AYR, SCOTLAND, and POPLAR (LONDON), ENGLAND. This month these Clubs celebrate their 25th anniversaries. Congratulations to them!

When the Rotary Club of LEAMINGTON, ONT., CANADA, marked its 20th year recently, some 300 guests attended the celebration, most of them Rotarians from six other Canadian and two U. S. Rotary Clubs. The featured speaker was Richard C. Hedke, of DETROIT, MICH., a Past President of Rotary International, who delivered the address of welcome to the Rotary Club of LEAMINGTON on its charter night.

At the 35th-anniversary fête of the Rotary Club of ROCHESTER, PA., the honored guest was George Baldwin, Sr., the Club's only still-active charter member. . . . The 40th birthday of the Rotary Club of JACKSON, TENN., was highlighted by a gift from the local post office, a bound volume of 50 stamps issued by the U.S.A. in commemoration of Rotary's Golden Anniversary in 1955. A letter from Arthur E. Summerfield, U. S. Postmaster General, accompanied the gift.

The 16th-anniversary meeting of the Rotary Club of BONDI JUNCTION, AUSTRALIA, was a "family night" affair, for, as a Club spokesman put it, "We had members present from our daughter Club, RANDWICK; our mother Club, MANLY; our grandmother Club, NORTH SYDNEY; and our great-grandmother Club, SYDNEY." Among the featured speakers was Joseph A. Caulder, of TORONTO, ONT., CANADA, a Past Director of Rotary International.

28 New Clubs in Rotary World

Since last month's listing of new Clubs in this department Rotary has entered 28 more communities in many parts of the world. The new Clubs (with their sponsors in parentheses) are: West Toowoomba (Toowoomba), Australia; Itapetinga (Vitória da Conquista), Brazil; Devoto (Buenos Aires), Argentina; Girvan, Scotland; Amman, Jordan; Mino (Gifu), Japan; Land (Gjøvik), Norway; Graulhet (Albi), France; Brioude (Le Puy-en-Velay), France; Sivakasi (Tuticorin), India; Huanta (Ayacucho), Peru; Adria (Rovigo), Italy; Hamein (Hanover), Germany; Cardiff East, Wales; Carnoustie, Scotland; Sleaford, England; Don Mills (Leaside), Ont., Canada; Nanuet (New City and Pearl River), N. Y.; Glendora (Covina and Azusa), Calif.; Girard (Youngstown), Ohio; North San Bernardino (San Bernardino), Calif.; Gaylord (Petoskey), Mich.; Paradise (Ephrata), Pa.; Mount Washington (Pittsburgh) (Hill Top [Pittsburgh]), Pa.; Brookwood (Atlanta) (Atlanta), Ga.; Lakewood (Tacoma), Wash.; East Fresno (North Fresno), Calif.; Canastata (Oneida), N. Y.

Ahoy There, Matey!

How 350 Californians hit the deck for an intercity interclub meeting.

Docked in Los Angeles harbor, the U.S.S. Pittsburgh is host to an intercity meeting involving Rotarians from seven Clubs. A happy coincidence: the flag-bedecked 13,600-ton defender of freedom is observing Bastile Day.

"Gobs for a day," the sailor-hatted Rotarians, Kiwanians, and Lions get well acquainted before leaving for shipside.

The Captain gets Four-Way Test Plaque. Presenting it are John English, 1955-56 District Governor (second from left); Committeeman Robert George; West Hollywood Club President Peter Ratican.

It's a warm "Welcome aboard!" from Captain Werford Capple for Rotarian Robert E. George (center), who has known the Captain since school days, and Austin Conover, a Hollywood newspaperman.

LIVE anywhere near the sea? Want to know your fellows in other service clubs better? If you do, here's an idea from West Hollywood, California, which just a year ago this month took 350 Kiwanians, Lions, and Rotarians from 14 neighboring service clubs aboard the *U.S.S. Pittsburgh* (later named the *Canberra*) for an intercity meeting loaded with fun, facts, and fellowship. The "landlubbers," topped by "gob" hats, were treated to such seagoing sights as a signal drill, a life-raft display, demonstrations of naval guns and weapons, a thrilling helicopter rescue demonstration, and a tour of the ship. The tired, but inspired, "sailors" disembarked late in the afternoon, all agreeing that it had truly been a Hollywood-size day—West Hollywood, that is.

Miss Universe of 1954 extends a gay greeting to the 350 visitors on the ship's deck. Miss Brazil and Miss Paraguay were also on hand.

There's community singing, too, led by Harry L. Ruggles, who introduced singing into Rotary's first Club — Chicago — during its early years.

There's a *Long,*

—of

No stranger in Texas—he was born there—President A. Z. Baker dons a Texas hat and tries on a pair of boots given him as mementos of his Fort Worth visit. Helping him put the boots on is Rotarian Wm. L. Joyce, a local stockyards executive.

Smith

Carletti

In Rome, Italy, the Bakers are warmly welcomed at a reception for them. Here Cornelia thanks her hosts for a brand of hospitality she well knows: Rotary's.

Fischer

The President's Ibero-American visits took him to six Rotary Districts in 11 countries. As he leaves Curacao for the Dominican Republic, a farewell is signalled by "A. Z." at airport.

(Above and right) Acker

In Washington, D. C., the President addresses Rotarians of the U. S. capital and some 20 Ibero-American ambassadors at a luncheon. . . . (Right) At the Washington Boys' Club gymnasium, he "shoots a basket" and wins some cheers from the lads who were watching.

Long Trail Friendship

It marks the travels of Rotary's First Couple through 45 lands.

WINDING through five continents and 45 countries is a long trail of friendship created during 1955-56 by Rotary's First Couple, A. Z. and Cornelia Baker. From Texas to Thailand, from Addis Ababa to Zurich, they have made thousands of friends among Rotarians and non-Rotarians alike. All 9,000 Rotary Clubs would have had their world President visit them, if he could, and this dynamic and indefatigable man would have done just that had it been physically possible.

Travel is only a part of the President's job, as every Rotarian knows, but "A. Z.'s" monthly mileage divides itself into a daily average of almost 350 miles since he assumed his office July 1, 1955.

On these pages are additional high lights of the President's journeys, gathered along the 120,000-mile trail of Rotary fellowship which he, with his charming wife, followed around the world. (For a more complete picture of the President's travels, see his articles *A Destiny in Africa*, THE ROTARIAN for December, 1955, and *Peace in the Pacific*, THE ROTARIAN for April, 1956.)

On a 40,000-mile trip into 13 countries of Pacific regions, President Baker stops in Djakarta, Indonesia, for lively "Rotary talk" with these Djakarta Rotarians, including Tan Tek-Peng (right), 1955-56 Governor of Rotary International's District 45.

Wide World

In New York, N. Y., President Baker receives a gold medallion awarded to Rotary for its helpfulness to the Boys' Clubs of America. George Wright, recent winner of a U.S.A. quiz TV show, presents it. A citation from Herbert Hoover, chairman of the Boys' Clubs, was included in the award.

Colorado A. & M. College

Before a Rotary meeting in Fort Collins, Colo., the President visits a lamb feed lot, with L. M. Pexton (left), a stockyards official, and Rotarian Wm. E. Morgan, college president.

Bertrand

In France, amid the architectural beauty of a chateau in Chantilly, Rotarians of Paris and Versailles host their world chief. During this visit the President was awarded the French Legion of Honor.

Futures in Dirt

A teacher shows how to till old soil with new ideas in Montana's Flathead Valley.

By FRANCES V. RUMMELL

FOR 13 consecutive years high-school students in Kalispell, Montana (population about 10,000), have galloped off with a national prize for their remarkable efficiency in farming. This is the coveted Gold Emblem of the Future Farmers of America, given to the most outstanding of the organization's 8,900 chapters in American high schools.

Guiding these expert young farmers is Henry E. Robinson, a genial, rugged Montanan of 45, who teaches vocational agriculture in Flathead County High School. Robinson has stubborn and daring convictions about farming, and the influence of his teaching helps explain why farmers throughout the vast surrounding Flathead Valley have prospered even when other agricultural regions were slumping.

The valley lies 30 miles south of the Canadian border, directly west of the Continental Divide, and is shadowed by Glacier National Park. Here in Kalispell, Robinson drives himself indefatigably in helping his boys get started as full-fledged farmers. And since Future Farmers usually continue with their chapter for three years after leaving high school, he is able to keep an eye on how they're doing.

The main reason for their phenomenal success is Robinson's hard-boiled emphasis on applying sound business practices to every phase of their studies. "Farming is a business and should be run as a business," he preaches. His students, during his four-year course, keep complete records of their crops, machinery, and animals, and there's nothing hypothetical about the problems they work. All told, Robinson's 100 high-school students own about $80,000 worth of cattle, sheep, hogs, poultry, and grain. The boy I saw calculating the upkeep of an ageing, low-producing sow had a live problem on his hands. So did the freshman figuring the profits from his 18 acres of barley.

Despite the fact that these boys may earn up to $8,000 by their senior year, they invariably graduate in debt. Most are in the red well before graduation. Free to pursue his own ideas in the Federal-State-supported FFA, Robinson teaches his boys to regard indebtedness as a necessary step toward professional independence.

"Not long ago," he explains, "all a man needed to start a farm was $300 for a good team of horses and $2 for a strong wife. Today initial investments are enormous and the boy who wants a farm has to borrow from a bank—credit is the beginning farmer's most important single tool."

Here is the way one student used it: Five years ago freshman Warner Bartleson saved $40 and bought a sow. He sold the litter and saved for a Holstein dairy cow, whose milk production Robinson helped him double. By his senior year he owned five dairy cows and five calves. He was also planting 100 rented acres to alfalfa. To set up a crop-rotation program he found he needed $4,000 to buy a tractor and other equipment. Robinson urged him to see J. G. Edmiston, the kindly, white-maned president of Conrad National Bank, and father of a member of the Rotary Club of Kalispell. Robinson calls Mr. Edmiston his teaching partner.

Warner took along the notebook of plans Robinson makes his pupils keep, and the banker went over it with him page by page. The boy figured he needed $4,000 to buy a tractor and improve his crop-rotation program, and what impressed the banker was the way the student had smoked out hidden costs. Machinery needs were listed down to the last quart of oil. One chart showed how to figure the cost of producing 100 pounds of milk; another demonstrated how to test and cull unproductive heifers. "It took me a year just to get my notebook in shape," Warner told me.

Young Warner got the loan. In two years he had paid back the $4,000, owned a $2,500 tractor, and had financed his way through his first year of college. Banker Edmiston estimates that his bank has loaned $200,000 to the high school's farmers in the last five years. "I've never lost a penny," he reports.

One thing that nettles Robinson is the suggestion that farming is a chancy way of life. This attitude, he insists, is a hangover from the days when a farmer was at the mercy of poor soil. "Plain dirt of almost any kind is our most valuable resource today," he says. He urges

A future farmer drives his combine through a heavy oat crop on farm land that once yielded only six to ten bushels to the acre.

his boys to use their soil knowledgeably and plan proper value per acre. "Then," he says, "you'll never have to depend on the Federal Government for anything." He firmly believes that there's no more reason to subsidize a farmer than the owner of a bookstore or a barbershop.

His faith in plain dirt has boosted the whole area's standard of living. But about six years ago it came near to losing him his job. At that time the small wheat farms in Flathead Valley, which lies not far south of the Canadian border near Glacier National Park, were caught in a price-cost squeeze. Growing wheat was increasingly unprofitable; yet the land was too poor, they felt, to let them try other crops. The idea that any soil was unproductive seemed preposterous to Robinson, who had just finished studying for his master's degree at Michigan State College of Agriculture and had some fresh ideas about conservation practices. He determined to show these farmers how they could help themselves by growing high-profit specialty crops.

Robinson decided to lease a small farm for a demonstration. He and his students scouted for the sorriest soil they could find, and finally spotted it on the county poor farm. The 90-acre tract was eroded and worn out, and hadn't paid its way in years. To make sure everything was as grim as it looked to the naked eye, the boys ran soil tests and uncovered the final villain—excessive alkalinity. This suited Robinson perfectly. Here he could demonstrate how scientific knowledge and good business management would work wonders.

In his enthusiasm, however, he couldn't foresee the reaction of his students' fathers to what looked like a foolhardy stunt. The Future Farmers Advisory Committee, consisting of local businessmen and farmers, flatly refused to help raise money to farm this dead-end land. Kindly but firmly they told Robinson that the venture was being hooted at as "the Future Farmers' Folly."

For the first time in his career Robinson determined to go ahead against his committee's advice. "I've always believed that the school should lead the community, not be led by it," he said. "Anyway," the teacher grins in recollection, "the students were going to grow something in that sand or bust trying."

To finance the project, the boys' Future Farmers chapter incorporated and sold itself $2,100 worth of memberships at $10 each, with some boys buying several. Then, notebooks in hand, they went to Banker Edmiston to borrow $5,000 for machinery and fertilizer. An important observation, written in a round adolescent hand, caught the banker's eye: "Flathead Valley is left behind by our changing agricultural economy. Our average farm is 100-200 acres, and we're all going broke if we keep on raising wheat. The FFA wants to show, on a small scale, how specialty crops can save our small farms from going under. Farm commodities that are not Government supported have a price advantage over those that are." Mr. Edmiston gave the hardheaded young realists their money.

For excessive alkalinity, manure was the normal remedy, but there wasn't enough available for the heavy application needed. At this point Robinson decided that sawdust would do the job, by improving soil drainage and providing organic material; then nitrogen would restore fertility. The boys formed labor crews and spent many weeks working sawdust into their land. To onlookers the unprecedented use of sawdust appeared as outlandish as did the FFA's next move: the installation of a complete overhead-sprinkler system in a region of dry-land farming. As the fathers continued to grumble, Robinson came to depend increasingly on the encouragement of a few men like Luther Lalum, a former student of Robinson's, who now joined his staff to help out. "Let's hang on two years," Lalum kept saying. "That's all we'll need."

Lalum's prediction was amazingly accurate. Almost from the beginning the boys made the old alkaline flats blossom. Within two years, with after-school and week-end labor, they made soil that had grudgingly spared six to ten bushels of oats and barley to the acre produce up to 140 bushels an acre.

Now the boys began sowing registered and certified seed crops in which national shortages existed—brome grass, birdsfoot trefoil, red fescue, crested wheatgrass, and orchard grass. By 1954 their farm had become one of the major producers of certified seed in the nation. By this time every farmer in the area was watching the results.

Henry Robinson: man behind the plan.

Since the end of the first year the boys have consistently grossed at least $4,500 a year off their 90 acres. Today they own $12,000 worth of farm machinery, including two tractors, the sprinkler system, a combine, and a one-and-one-half-ton truck. What's more, the boys have been getting 3 percent interest on their investment.

Impressed by their skill, the Montana State College of Agriculture had them conduct fertilizer tests and the Montana Seed Growers Association asked them to help propagate an important new orchard grass. Agriculturalists from Wyoming, Oregon, Idaho, and British Columbia came to visit the farm.

Local farmers, caught between rising costs and falling prices, were netting only about $10 an acre from wheat. Now they listened to Robinson when he advised switching to specialty crops, dairy farming, poultry, or swine. "We can do more to help ourselves than the Government can do for us," he told them. But, he warned, irrigation had to be the answer. Using it, they could build up the soil with hay and pasture and thereby gain a higher income with animals.

Today 12,000 acres in Flathead Valley have been rebuilt with sawdust and nitrogen and are thriving under irrigation. Last year the county's farmers grossed one million dollars more income than the year before. Scores of farmers are netting from $150 to $500 an acre.

Robinson's students have been putting the profits from their specialty farm into building a pool of high-quality livestock. The chapter gives the animals to its members to use as foundation stock, and the young breeders repay in equivalent stock as their herds grow. These animals are then passed on to other boys; hundreds of young farmers have made their start this way.

Meanwhile, Robinson's main job is to graduate a group of skilled, business-

A COMMUNITY SERVICE FEATURE

Banker Edmiston—father of a Rotarian—has loaned $200,000 of bank funds to high-school farmers. Here he is about to present a check to a local youth.

like farmers every year from the Flathead County High School. His four-year course stresses an all-round point of view, and his students have rung up their extraordinary record with an across-the-board performance—in farm management, soil and water conservation, farm mechanics, rural leadership development. Robinson sees to it that the boys learn to operate and repair all types of machinery. They learn carpentry, welding, plumbing, and animal anatomy. During the Summer months Robinson visits their homes, teaching them how to deliver calves and spot animal diseases. As he points out, "The farmer today has to be the monkey of a dozen trades—besides being a businessman and knowing some meteorology, entomology, chemistry, electricity, and veterinary medicine."

Aware of the shortcomings of purely vocational training, Robinson stresses the importance of other subjects. English is the most rewarding single subject they can study, he tells them. "Some of you will avoid having to write. But none of you can avoid speaking and reading. The printed word gives us access to the vast treasury of knowledge." He insists a paper on the production of butterfat be as carefully written for him as a theme on Milton for the English teacher.

Robinson's ability to bring out the best in his students has attracted families to Kalispell from hundreds of miles away. Together with thrift and industry, knowledge has made Flathead Valley a land of well-kept homes, lush pastures, fat livestock, and abundant crops. No longer do Robinson and his students have to prove to a skeptical audience that their methods are sound. The county's citizens acknowledged this recently by floating a bond issue and giving their farm boys one of the best-equipped vocational-agricultural buildings in the West.

Your Letters

[*Continued from page 2*]

(C and G7 only) include many college songs, *Hail, Hail the Gang's All Here, Springtime in the Rockies, Deep in the Heart of Texas, Hinky, Dinky Parley Vous*, etc.

Many nationally known film stars and other celebrities whom we have taught and who are now excellent players received their start by learning the three chords Mr. Antrim mentioned, and then progressing to other chords later.

In more than a quarter century of radio and television advertising, as well as making talks to numerous men's and women's service clubs, church groups, etc., I have learned that the public is hungry to make its own music. Therefore I feel that Mr. Antrim's cheery article is a public service as well as of interest to many readers.

Stay for Entire Meeting

Says Paul Kegley, *Rotarian*
Piano Retailer
Palo Alto, California

The symposium in The Rotarian for April [*You Are the Conscientious Rotarian—What Would You Do?*] prompts me to comment that membership in a Rotary Club includes not only the obligation of attendance at Rotary meetings, but also the obligation to remain through the entire meeting.

I realize that illness which develops during a meeting is a reasonable excuse for leaving, but even so I believe a fellow member should be asked to explain to the President following the meeting what has happened to the one who departed. If business or personal reasons require that a person must leave early, proper explanation should out of all courtesy be made to the President before the meeting.

One has but to think of the impression a speaker or entertainer gets when he sees a group of men leave the room just as he is ready to speak or perform. Once when I had charge of a program, I had arranged with an excellent singer to present a program. Just before she was to start, a large group of members got up and left. When she noticed the group leave-taking, her only comment was a surprised, "Oh!" When I tried to explain later, she said she thought they were going to a Committee meeting. She was generous in her comment, but more than one of us that day was very embarrassed.

If we come to meetings, let's stay for them. We do owe something to those who are to provide the program.

Would Make Up Missed Meeting

Says Pierre Le Nisivin, *Lawyer*
Secretary, Rotary Club
Quimper, France

If I were facing such a problem as related in *You Are the Conscientious Rotarian—What Would You Do?* [The Rotarian for April], I would consider The Four-Way Test: "Will it be beneficial to all concerned?" I feel that, as a Rotarian, I have the duty to make my attendance record as high as possible; but if I have to make a choice, I will attend the meeting where I can serve the most.

That means letting my Club attendance drop, if my presence to the Youth Committee is important. I believe that in doing so I would be acting in accordance with the true spirit of Rotary, but the following week I would try to attend two Clubs' meetings.

A Plaque Is Placed

Reports Frank Buckland, *Rotarian*
Furniture Manufacturer
Dandenong, Australia

In his *Peace in the Pacific* [The Rotarian for April] A. Z. Baker makes mention of many of the activities in which he engaged on his recent trip to Pacific regions. We of Dandenong regret that he wasn't on hand to participate last December in a simple dedication and unveiling ceremony in a park which nestles in the heart of our town.

Dandenong is proud of the fact that it is the only Australian Rotary Club to receive its charter from Rotary's beloved Founder, the late Paul P. Harris. It is proud of Paul Harris and Rotary, too, and it wanted to do something in tribute to his memory, so it planted a living memorial—a tree. A short distance away it planted another tree—this one a tribute to Past International President Sir Angus Mitchell, Australia's first son to be so honored by world Rotary. Sir Angus, a great friend of Paul, was there to unveil the bronze plaque at the foot of Paul's tree [see photo], and District Governor Frank Ayre performed a like service at the foot of Sir Angus' tree.

Re: Graft in Highway Building

By Frank C. Balfour, *Rotarian*
Right of Way Agent
Sacramento, California

As a member of the California State Highway organization and the chief right of way agent for the last 15 years, I read with a great deal of regret the letter titled "Footnoting Modern Highways," by Clarence W. Farmer, Turlock, California, Rotarian, a member of the California State Chamber of Commerce Transportation and Highway Committee and "an expert on highway and road problems" [*Your Letters*, The Rotarian for May].

After careful investigation I am satisfied that Rotarian Farmer does not express the views of the board of directors of the California State Chamber of Commerce.

I challenge Rotarian Farmer to point out a single instance of any indication of graft among the highway officials of the State of California, his own State. It has been my privilege to attend many

Photo: Adams

Sir Angus Mitchell notes a plaque at foot of Paul Harris tree (see letter).

annual meetings of the American Association of State Highway Officials, and I vividly recall on each occasion when taking care of my make-up in the city in which the meeting was held that there were no less than 50 or 60 State highway official Rotarians making up at the same time. From my own personal and intimate knowledge of these men and hundreds of others, I know them to be competent and honest. For example, Rex B. Whitton, this year's president of the American Association of State Highway Officials, is an outstanding Rotarian in Missouri; Frank B. Durkee, Director of Public Works in the State of California, is a Rotarian; and I could list dozens of other top State highway officials throughout the nation who are all fine Rotarians.

Road Comments Questioned

By LUTHER G. MCCONNELL, *Rotarian*
Retired Cement Manufacturer
Bethlehem, Pennsylvania

In his comments in *Your Letters* in THE ROTARIAN for May, Clarence W. Farmer mentions roads built by McAdam ". . . as good today as when built" 100 years ago. I would like to see some 100-year-old roads *carrying today's traffic* which are "as good today as when built." As I remember, the McAdam roads were largely handmade, and I wonder what the cost of such construction would be today.

I also question the accuracy of the statement that "cement roads will not last ten years without extensive repairs" and the further statement that "We have good types of roads that can be built at half the cost of cement roads and that will last indefinitely." I have recently retired after having spent some 40-odd years in the manufacture and selling of Portland cement; nevertheless I do not pose as an expert, as does Rotarian Farmer.

I think that if I were one of the hundreds of highly ethical professionals engaged in road building, I would resent the graft charges. Undoubtedly there is graft in some areas at some times, but I regard Rotarian Farmer's statement as intemperate and not based on accurate information.

Footnoting Individual Responsibility

By PVT. JOHN N. TANGAN, *U. S. Army*
Stationed in Korea

In his letter expressing his views on *The Battle That Has Raged for 305 Years*, Thurman Andrew writes interestingly on the problem of individual responsibility [*Your Letters*, THE ROTARIAN for March].

Anglo-American property law has for a long time promulgated the doctrine of easement. The harsh law of property is relaxed, permitting nonowners to use property as a matter of convenience in the public interest.

All American workers, including executives, have acquired in effect, though not in name, an easement-type interest in industrial property. This easement-type interest needs extension and legal recognition, so that executives as well as union members will assume the increased responsibility that goes with ownership. Executives and workers should coöperate to influence statutes promulgating a broader concept of property. A rough example of specific statutes would be one aimed at keeping profits within the company:

Be It Enacted: Upon petition of 10 percent of *all* employees, supported by majority vote, employees of any company incorporated under the laws of this State may require such corporation (1) to redeem all or any part of its outstanding shares at face value, (2) and corporation may be required to offer such shares to employees at face value, the order of purchase preference to be determined by joint committee of management and labor. Corporation may enjoin such action only upon showing that substantial economic damage is probable effect of such redemption.

The object of such statutes would be to increase the responsibility and incentive of every executive and employee. Those who would oppose such statutes would be "outside" shareholders who seek to continue to profit without assuming the responsibilities that go with productive enterprise.

Art an Indispensable Need

Believes GREGORY COOPER, *Rotarian*
School Architect
Weston, Massachusetts

It was a pleasure to read *Art for Everyone*, "a bit about an Australian who is giving his region a good taste of the best" [THE ROTARIAN for June].

I have long believed that Rotarians should give more conscious effort to the arts, whether it is architecture, sculpture, painting, landscape design, music, writing, or any other of its many forms, for art is man's crowning glory of the natural world. Hill, plain, sea, forest, whether in mild sunshine or ominous storm—all these mold man's mood.

What are we to do to become artistic? We must stand and stare, listen, read, contemplate, be conscious of beauty. Man is not passive; he is active and prospective. Our life is a journey, and if we can get in the habit of noticing the details along the road, of considering them as ends in themselves and, at the same time, as means to something else in the future, then our happiness is an immediate happiness as well as a prospective one.

Art is, and always has been, an indispensable need of humanity. It is implanted in the soul of the child, as in that of primitive man. It is as necessary as articulate speech. It is the art of each race that gives its civilization its distinct character and rhythm. It reflects, if it does not actually condition, the whole manner of life of a nation or period. Life and art are closely, inseparably interwoven, but life passes—the life of individuals and the life of nations pass—yet art remains. It is the only thing that is permanent; and our knowledge of the past, of civilizations that have flourished and disappeared, is derived almost entirely from the relics of their art.

Gilbert Highet closes his book *Man's Unconquerable Mind* with this dedication: "It is sad to see how many millions have lived and died ignorant. We must assert the right to knowledge, its free possession and use."

Let us Rotarians seek that delightful emotion of deep pleasure which does something to a man's insides regardless of whether he understands it or not.

Rotarian Claude Hotchins is making a wonderful contribution to his land by making possible "art for everyone."

Rotary Foundation Contributions

SINCE the report in the June issue of Rotary Clubs that have contributed to the Rotary Foundation on the basis of $10 or more per member, 46 additional Clubs had at presstime become 100 percenters. This brought the total number of 100 percent Clubs to 4,609. As of May 15, 1956, $314,641 had been received since July 1, 1955. The latest contributors (with Club membership in parentheses) are:

ARGENTINA
Cañada de Gómez (28).

AUSTRALIA
Murwillumbah (37); Fortitude Valley, (63).

CUBA
Cienfuegos (34).

INDIA
Dhanbad (57); Jodhpur (55).

INDONESIA
Tegal (32).

JAPAN
Sumoto (26); Naruto (23).

UNION OF SOUTH AFRICA
Pretoria (106).

UNITED STATES
New Smyrna Beach, Fla. (32); Cleveland, Tex. (46); Hollywood Riviera, Calif. (26); Ramsey, N. J. (27); Livonia, Mich. (67); Cameron, Tex. (36); Cloquet, Minn. (58); Midwest City, Okla. (19); Poteau, Okla. (47); Hartford City, Ind. (31); Clayton, Ala. (19); Pacific Palisades, Calif. (45); Kearny, N. J. (25); Alpine, Tex. (54); Lennox, Calif. (24); East Fresno, Calif. (21); Brandon, Vt. (30); Oriskany Falls, N. Y. (22); Newton, Iowa (49); Monticello, Minn. (21); Holland, Mich. (83); Rockport, Mass. (23); Northfield, Minn. (48); Pittsburg, Kans. (80); Logansport, Ind. (81); Dunn, N. C. (63); Friendsville, Md. (18); Grandview, Wash. (27); Arkansas City, Kans. (94); Waverly, Iowa (58); Statesboro, Ga. (67); Brainerd, Minn. (78); Fort Kent, Me. (33); Hubbard, Ohio (30); Belfast, Me. (59); Girard, Ohio (21).

BEDROCK Rotary

The Rotarian, young or old, who seeks to know Rotary well will find its fundamentals in the Constitutional documents, in Convention Resolutions, in the decisions of its administrative leadership, and in other expressions of its principles, traditions, and usages. To deepen his understanding and appreciation of this "bedrock Rotary," this department treats one or more of these basic matters each month.—THE EDITORS.

Additional Active Member

QUESTION: *What qualifications must a man have in order to become an additional active member?*

ANSWER: The qualifications of an additional active member shall be those required for active membership. Furthermore, he must be from the concern or establishment with which the proposer is connected. (Article III, Section 5, Club Constitution; Article III, Section 2, By-Laws of Rotary International.)

QUESTION: *Is an additional active member in all respects an active member?*

ANSWER: Yes, *except* that the active member may propose for and the Club may elect to active membership one additional man from the same concern or institution, and *except* that the membership of the additional active member automatically terminates with the termination of the membership of the active member who proposed him. If his membership is to continue, he must be reëlected by the Club. If he is immediately reëlected, he shall not be required to pay a second admission fee. (Article IV, Section 2(b), Club Constitution.)

With the above exceptions, the additional active member has the same rights, privileges, and responsibilities as the active member who proposed him. Article III, Section 5, of the Club Constitution points out that "Any active member of this Club may propose for and the Club may elect to active membership one additional man from the concern or establishment with which the proposer is connected, whose classification shall be the same as that of the proposer. The qualifications of such additional member shall be those required for active membership." Thus an additional active member may hold an office in the Club or an office in Rotary International.

QUESTION: *Can the additional active provision assist a Club in establishing and maintaining a proper age balance?*

ANSWER: Yes. The ideal Rotary Club is not a Club made up entirely of young, or middle-aged, or older members, but rather it is a Club of all three. The additional active member provision as set forth in Article III, Section 5, of the Club Constitution can assist the Club in establishing and maintaining the proper balance and blend of these three age groups.

QUESTION: *Is "additional active" a kind of membership?*

ANSWER: No. Article III, Section 1, of the Club Constitution specifically states that there are four kinds of membership—namely, active, honorary, past service, and senior active. Article III, Section 5, of the Club Constitution says that "Any active member of this Club may propose for and the Club may elect to active membership one additional man from the concern or establishment with which the proposer is connected." Keep in mind that the qualifications of an additional active member are those required for active membership.

Honorary Membership

QUESTION: *What is the purpose or need for honorary membership?*

ANSWER: The provision for honorary membership in Rotary dates from the earliest days of the first Rotary Clubs. It was established for the purpose of honoring non-Rotarians who had performed outstanding service in their communities. Even though the provision was widened so that honorary membership is no longer limited to non-Rotarians, it was never intended as a device to relieve Rotarians from the obligation of regular attendance at Club meetings. It was never intended to be used as an escape from attendance requirements. Honorary membership is the highest distinction that a Rotary Club may bestow and should be conferred only for meritorious service in the furtherance of Rotary ideals and to an adult male person who resides within or who is definitely associated with the territorial limits of the Club. (Article III, Section 9(a), Club Constitution.)

QUESTION: *Are there limitations that should be clarified when discussing honorary membership?*

ANSWER: Yes, one should not only describe what honorary membership *is*, but perhaps it is equally important to emphasize what it is *not*, and also to spell out the very definite limitations of honorary membership. The honorary member pays no dues; pays no admission fee; has no vote; is not eligible to hold any office in the Club; has no interest in any property of the Club; is not considered as representing any business or professional classification (Article III, Section 9(b), Club Constitution); is not entitled to any rights or privileges in any Club other than that of which he is a member (Article III, Section 3, By-Laws of Rotary International); his membership automatically terminates on July 1 (Article IV, Section 2(c), Club Constitution).

QUESTION: *Is it possible to be an active, past service, or senior active member of one Club and an honorary member of another?*

ANSWER: Yes, if an active, past service, or senior active member of one Club resides within or is definitely associated with the territorial limits of another Club and is otherwise qualified, the second Club may elect him to honorary membership. However, no person shall simultaneously hold active membership in more than one Club. (Article IV, Section 3(d), Constitution of Rotary International.)

A Different Man

I stand before my fellowmen
And hear an invocation fine.
New prospects come within my ken;
A sense of brotherhood is mine.

A place here has been made for me;
In Rotary's wheel I'm one small spoke.
I'm certain now that Rotary
Bestrides the world of decent folk.

I pray, in my most humble heart,
That I'll be true to my great trust.
Feeling no more a soul apart,
I say: "I will, I shall, I must."

The ceremony is complete . . .
We leave the little meeting place,
I walk along a near-by street,
A different man—a man of grace.

—SPENCER LEEMING
Rotarian, Ryde, Australia

On the Square

[*Continued from page 40*]

banquet with his old friend KNUTE ROCKNE, the great late coach at the University of Notre Dame. The speaker was running on and on and on and on. KNUTE leaned over to CLARENCE and whispered, "I can forgive a man who doesn't look at his watch. The guy I want to shoot is the man who doesn't look at his calendar."

Sure It's Work, but—. At 6:45 A.M. a group of Rotarians wearing the green ribbon badges which identified them as members of the host Club strode toward a surprised Rotary family which had just detrained in Philadelphia's Penn Station. The earliness of the hour and the cordiality of the welcome typified the fine and complete job carried on by more than 1,000 Rotarians and their ladies who made 10,688 Rotarians, wives, and children feel at home in this year's Convention city.

More than a year of careful preparation by the Host Club Executive Committee, which directed the work of many hard-working people, went into the effort and resulted in the smooth-running activities of the entire Convention program. "Marvellous!" That's CHAIRMAN HERMAN O. WEST's description of everyone's work.

The Convention had the woman's touch, too. The Ladies Host Club Executive Committee, headed by Mrs. WALTER R. DUNCAN, enlisted the aid of 450 Philadelphia-area ladies, who worked closely with the men's Committee in arranging for the multitude of chores which brought Convention plans to a final polish.

The Philadelphia women started early in January, and made definite assignments at a luncheon early in Spring. The high light of the Convention for some 3,000 ladies was the fashion show, luncheon, and horse show Tuesday afternoon in Camden, N. J. Special busses were chartered for the trip.

Some 150 Philadelphia-area Boy Scouts served as messengers throughout the vast Convention Hall. Headed by L. ROBERT ADAMS, of Trafford, Pa., 150 Sergeants at Arms ushered and kept the large throngs of Conventioners well informed.

Heading Committees under the Host Club Executive Committee were: ERNEST JOHN HESKETH—Community Coöperation; JOSEPH V. FRIEL—Decorations; WALTER R. DUNCAN—Entertainment; FRED C. HAAB—General Convention Service; HARRY L. ARCHEY, JR.—Hospitality; THOMAS RIVEL—House of Friendship; JAMES A. MORRISON—Housing; ROBERT J. PAINTER—Information; HARRY W. SCHOB—International Friendship; GEORGE A. KOEHLER—Ladies.

Others were: FRANK R. DONAHUE, JR.—Legal; CARROLL F. HAINES, M.D.—Medical and Dental Service; CHARLES H. EYLES—Promotion and Publicity; DON A. BRENNAN—Reception; WALLACE R. LINTON—Registration; WILBUR ROY

Typical of four large International Friendship meetings which filled Wednesday afternoon is this one in the spacious ballroom of the Bellevue-Stratford Hotel. It is the European, North Africa, and Eastern Mediterranean meeting, with men and women from some 30 countries present to improve their regional acquaintance.

Great day for Guy! To Philadelphia's Union League Club, where he lives, Past International President Guy Gundaker (center) welcomes Rotary's current President, A. Z. Baker, and incoming President Paul Lang.

Midway in the business session on Tuesday morning the Rhythmaires, four Rotarians of Forest Grove, Oreg., fill Convention Hall with song . . . and they repeat during the President's Friendship Ball. In five years they have sung 1,800 engagements. They are (left to right) A. C. Hingston, Ralph Shumm, George Horner, and Wm. Wright.

HERITAGE
AMERICA'S FINEST PROMOTIONAL PEN

For Winning New Customers
For Advertising Gifts
For "Calling Cards"
For Premium Incentives

ONLY 24¢ AND LESS!

Including YOUR Name and YOUR Ad in 100 Quantities or more! DOLLAR Quality at a fractional price!

Regular Size or "Slim" Goldtone or Chrome Lavish Barrel Colors

Your Copy Under BAKED LACQUER for Permanence

Write TODAY on your company letterhead for a FREE SAMPLE!

"Sales Tools to Build Your Business"

HERITAGE MFG. CORP.
INDUSTRIAL DIVISION
FORT WORTH 12, TEXAS

ROTARY INTERNATIONAL
CHICAGO
TUES. 12:10
HOTEL SHERMAN

ROTARY ROAD SIGNS

Finished in brilliant Du Pont Dulux Baked Enamel Colors on Heavy Gauge Steel.

28" diameter with rectangular panel for 3 lines of copy as illustrated.

Single faced and double faced models.

Reasonably priced
Prompt Delivery

A. D. JOSLIN MFG. COMPANY
MANISTEE, MICHIGAN

CHANGING YOUR ADDRESS? MOVING?

Send your new address at least 30 days before the date of the issue with which it is to take effect. Tear the address label off magazine cover and send it with your new address. The Post Office will not forward copies unless you provide the extra postage.

THE ROTARIAN
1600 Ridge Avenue, Evanston, Illinois, U.S.A.

"Each man is my brother. Each man is my friend." With soaring music and inspiring narration the Senior High School Concert Choir of Upper Darby, Pa., casts a profound spell over Conventiongoers at their first plenary session Monday morning.

RAWDING—Tours; DONALD M. BLAIR—Transportation; CHARLES A. OSTROWSKI—Vocational Craft Assemblies; NORMAN L. FULLER—Youth.

Chairmen under the Ladies Host Club Executive Committee were: MRS. FRANK P. WILL—International Friendship; MRS. ROY W. MOHLER—Entertainment; MRS. HERMAN O. WEST—Information; MRS. RAY W. BAIR—Hospitality; MRS. THOMAS J. SKILLMAN, JR.—Youth; MRS. CHARLES E. DEARNLEY—Reception; MRS. FRANK HONICKER—House of Friendship.

Ably aiding the 650 members of the Rotary Club of Philadelphia were a large number of Rotarians from 48 Clubs in the surrounding area:

Aldan-Springfield, Pa.; Ambler, Pa.; Ardmore, Pa.; Audubon, N. J.; Bala-Cynwyd-Narberth, Pa.; Bensalem, Pa.; Brandywine, Del.; Bristol, Pa.; Camden, N. J.; Cheltenham, Pa.; Chester, Pa.; Chester Pike, Pa.; Clifton Heights, Pa.; Coatesville, Pa.; Conshohocken, Pa.; Darby-Lansdowne, Pa.; Downingtown, Pa.; Doylestown, Pa.

Glenside, Pa.; Hatboro, Pa.; Havertown, Pa.; Huntingdon Valley, Pa.; Jenkintown, Pa.; Kennett Square, Pa.; Lansdale, Pa.; Marcus Hook, Pa.; Marlton-Medford-Vincentown, N. J.; Media, Pa.; Moorestown, N. J.; Morrisville, Pa.; Newtown Square, Pa.; Oxford, Pa.

Palmyra-Riverton, N. J.; Paoli-Malvern-Berwyn, Pa.; Pennsauken-Merchantville, N. J.; Perkasie, Pa.; Phoenixville, Pa.; Pitman, N. J.; Reading, Pa.; Riverside, N. J.; Swarthmore, Pa.; Upper Darby, Pa.; Vineland, N. J.; Wayne, Pa.; West Chester, Pa.; West Grove-Avondale, Pa.; Willow Grove, Pa.; Wilmington, Del.

Next—Lucerne! Switzerland, with its magnificent scenery and warm hospitality, is definitely appealing to at least 7,500 Rotarians, according to the members of the North American Transportation Committee, which is handling travel arrangements to Lucerne, site of the 1957 Rotary International Convention. That number have indicated an interest in attending.

Six thousand packets of literature were handed out to interested parties from the N.A.T.C. booth in Convention Hall in Philadelphia, double the number of inquiries received as a result of earlier publicity. Of the thousands who say they are certain they're going, 40 percent of the couples will take one or more children with them. About 50 percent have indicated that they will travel to Switzerland by air and return by ship. Many are combining their vacation with the Convention and will take one of the pre- or post-Convention tours planned.

N.A.T.C. booth workers were swamped with questions, most common of which were: "What type of clothing should I take with me?" "How about tipping on board ship?" "Where is the best place to get off the ship?"

Fifteen lovely maidens from Morris, Ill., known as the Stephen Foster Singers, delight Conventioners during the Friendship Ball and on other occasions during the week. Invited to sing at the Convention, they chose to raise needed transportation funds themselves. Staging a home-town concert, they aimed at $1,800, took in $3,100.

Opportunity South

[*Continued from page 11*]

that I advocate them, but they are the growing pains in the achievement of the democratic process—one of the several ways we have to change an unpopular Government. We did not invent this device; neither do we have a monopoly on it.

But neither acts of God nor military coups seriously affect private investments. After they are over, people keep on eating and dressing and going to the movies. Life goes on just the same. Crops keep on growing, livestock keep on breeding. The economic cycle goes on regardless of who signs the decrees in any Government.

And foreign debts are paid, whether they were contracted by the party in power or by their deposed predecessors. In this respect Latin America is unique.

During its ten years of operation the World Bank has made 55 loans to 12 Latin-American countries for development purposes, aggregating a total of $642,405,000. There has not been a single default on any of these loans, either in principal or in interest. The Export-Import Bank, since its creation in 1934, has made loans to practically every one of the Latin-American republics for an aggregate of $2,500,000,000. And it can report a similar experience.

According to the statistics compiled by the economic staff of the World Bank, the total outstanding foreign debt of Latin America in dollars and other currencies at the beginning of the Second World War in 1939 amounted in round figures to $3,000,000,000. From 1939 to the present, Latin America received in the form of public loans from the Export-Import Bank and from the World Bank nearly $2,750,000,000 additional. Of the total indebtedness of $5,750,000,000, a very large part has been repaid; and, as of today, only one country, out of 20 republics, is in default on its old prewar debt for a total of less than $59,000,000.

Consequently, the public-debt risk of Latin America, according to the records, is one percent. In fact, our debt record, as a whole, is so good that there are

* * * * * * * * * * * * * * *

Postal Note

Perhaps I should not be so peeved
By letters mailed but unreceived;
In rain or sleet, in heat or frost,
There's always correspondence lost:
An invitation, thank-you note,
A check or letter someone wrote—
And other mail I'd like to get,
I'd be less peeved and less upset
If bills, at least some five or ten,
Were lost in transit now and then.

—Leonard K. Schiff

Your Church groups will enjoy this free film

"Music for our Church"

This interesting new film tells the experiences of a church committee faced with the problem of selecting a new organ.

It shows the careful considerations and many important facts that must be resolved in making this decision. There are demonstrations of church tone qualities, discussions of maintenance costs, new ways an organ can be used in the modern, active church.

Your church groups will find it interesting and informative, whether or not you need an organ now.

For a Free Showing of this Film—Mail Coupon Below

HAMMOND ORGAN

Choice of over 40,000 Institutions

Hammond Organ Company, 4256 W. Diversey Avenue, Chicago 39, Illinois

I would like to arrange a free showing of the new Hammond movie, "Music for our Church."

Name _____

Address _____

Church _____

City _____ Zone ____ State _____

© 1956, HAMMOND ORGAN COMPANY 7

FREE

IF YOU HAVE DELINQUENT ACCOUNTS!
IF YOU HAVE THIS CREDIT PROBLEM!

YOU OWE IT TO YOURSELF TO SEND FOR THIS FREE INFORMATION!

IF YOU HAVE A DELINQUENT DEBTOR WHO IS NOT PAYING, AND YOU NEED INFORMATION ABOUT HIS EMPLOYMENT—THAT IS, HIS *PRESENT, CURRENT* EMPLOYER . . . (BEAR IN MIND, YOU ALREADY KNOW WHERE YOUR DEBTOR LIVES BUT YOU DO NOT KNOW WHERE HE WORKS AND YOUR COLLECTOR HAS DONE EVERYTHING IN HIS POWER TO LOCATE HIS EMPLOYMENT BUT TO NO AVAIL) . . . UNDER THESE CIRCUMSTANCES, OUR FREE INFORMATION CAN HELP YOU, AND THE PERCENTAGE OF NEW JOB LOCATES IS AMAZING!

MAIL NO-OBLIGATION COUPON NOW!

CREDIT INFORMATION BUREAU, Dept. S
380 Main Street
East Orange, New Jersey
Please send without any obligation the free information that will help me with my collection problems.

Name.....
Address.....
City.....Zone.....State.....

countries in Latin America, such as the Dominican Republic, Honduras, and Venezuela, that can boast of not having any public foreign debt now. What other geographical area in the world can show a similar performance record?

There are among the 20 Latin-American republics, as in any large family, natural differences in size, in population, in degree of economic development, and in commercial and trade practices. Some countries maintain certain monetary controls, while others, such as Mexico, Cuba, the Dominican Republic, Panama, Peru, Guatemala, Honduras, Venezuela, El Salvador, and Haiti, have no foreign-exchange controls.

No matter what the practice, however, and no matter the degree of progress—everywhere in Latin America the process of growth is present. Accelerated economic and social development, coupled with natural resources in rich abundance, makes Latin America truly the "land of opportunity."

They Spend to Save...Lives

[*Continued from page 13*]

for saving men from an extremely sinkable airplane. Rough.

"Bridge—Lookout. Plane sighted bearing zero three three!" The seaman's voice cracked in his excitement at finding her.

"Lookout, this is the captain. Nice work there." Commander John P. Latimer had been on the bridge since the first distress call.

"Right ten degrees rudder," he ordered. The *Coos Bay* heeled in her turn. "We'll circle here and drop smoke flares so that he can line up with the wind. Then we cross our fingers."

Over the loudspeaker came the quiet voice of Commander Bird from the plane: I WILL CIRCLE YOU FOR 30 MINUTES TO USE UP FUEL AND THEN WILL DITCH ON COURSE TWO ONE SEVEN—OVER.

Matter-of-factly, as though he were make a date for lunch, the captain answered:

"Roger. Will steam at 17 knots on course indicated—suggest ditching slightly ahead and on either bow—advise which side. Over."

The pilot indicates the starboard side. The scene is set. Straight up into the wind steams the *Coos Bay*. Overhead, the plane circles at 500 feet, dragging a plume of black smoke. The men on deck are relaxed, waiting for the final moment. It comes sooner than expected, only ten minutes later.

"I once figured out," said the captain, "that ten men's lives—just in dollars

Where to Stay

KEY: (RM) Rotary Meeting

BAHAMAS

PALMDALE VILLAS—NASSAU. Favored for family vacations. Luxurious private villas, all services. Summer rates. Brochure 178.

BERMUDA

The CASTLE HARBOUR Hotel . . .
Bermuda's most luxurious and complete resort. 180 acres, largest private beach, all sports, shops.
Howard F. Hohl, General Manager
For beautiful color folder, WILLIAM P. WOLFF, Rep., Dept. RN, 500 5th Avenue, N. Y. 36, N. Y., also Boston, Chi., Cleve., Miami, Phila., Toronto.

BRITISH WEST INDIES

JAMAICA — PORT ANTONIO — TYTCHFIELD HOTEL. 70 rooms, two swimming pools. River rafting on the Rio Grande, tennis, fishing, horseback riding, wonderful beaches.

CUBA

HAVANA

More for Your Vacation Dollar

Hotel nacional de Cuba
Swimming pools, cabana club, glamorous dining, dancing and entertainment, tennis, tropical gardens, patios, lounges, beautiful sea views, gracious service and management.
RM Thurs. 12:45 — Tony Vaughn, Managing Director

ENGLAND

LONDON

SOUTH KENSINGTON—HOTEL REMBRANDT. One of London's most favoured Hotels. Many bedrooms with private bath. Chelsea Rotary Club meets every Tuesday.

WESTMINSTER — HOTEL RUBENS. Buckingham Palace Road. Entirely modernized, nearly all bedrooms with private baths. Westminster Rotary Club meets every Thursday.

UNITED STATES OF AMERICA

ALABAMA

BIRMINGHAM-DINKLER-TUTWILER. 400 rooms. Direction Dinkler Hotels. Excellent Service. Jim Pattom, Mgr. Moderate rates. RM Wednesday, 12:15.

ARIZONA

PHOENIX—HOTEL WESTWARD HO. 500 rooms with bath, air-conditioned, patio pool, desert resort atmosphere, mid-town location. Dinner dancing nightly. RM Fri. noon.

FLORIDA

MIAMI BEACH—DELANO HOTEL. Nothing finer. On the Ocean at 17th Street. Rotary meets at 12:15 on Tuesday. C. C. Goldberg, Gen. Mgr.

FLORIDA, continued

MIAMI—ALHAMBRA HOTEL: the center of convenience. A modern high-rises, modern family hotel in quiet area. Ted Neill, Mgr.

GEORGIA

ATLANTA—DINKLER PLAZA HOTEL. 400 rooms of solid comfort in the downtown section. A Dinkler Hotel. A. J. Cruey, Manager. Modern rates. RM Monday, 12:30.

ILLINOIS

EVANSTON—HOTEL GEORGIAN. "North Shore's Finest." Fast Loop transportation; smart, air-conditioned dining and meeting rooms; mod. rate. Jack Korns, Manager.

HOTEL SHERMAN
CHICAGO
HEADQUARTERS—ROTARY CLUB OF CHICAGO
for over thirty-five years
Luncheon on Tuesday, 12:15

EVANSTON, ILLINOIS
ORRINGTON HOTEL
CLOSEST TO
INTERNATIONAL HEADQUARTERS
400 Rooms — Palmer Jones, Manager

LOUISIANA

NEW ORLEANS—ST. CHARLES. Accommodations for 1,000 guests. Direction Dinkler Hotels. John J. O'Leary, Vice-Pres. & Mgr. Moderate rates. RM Wed., 12:15.

MAINE

RANGELEY—SADDLEBACK CAMPS in peaceful Maine woods. 17 modern cabins and central lodge. A.A.A. $10-$11 a day including delicious meals. May to Oct.

MINNESOTA

MINNEAPOLIS—HOTEL NICOLLET. 600 rooms with bath, 3 air-conditioned restaurants; 3 blocks from either depot. Neil B. Messick, General Manager. RM Friday, 12:15.

OHIO

CINCINNATI—SHERATON GIBSON. Cincinnati's largest. 1000 rooms with television. Restaurant and 650 rooms air-conditioned. Mark Schmidt, GM. RM Thursday, 12:15.

PENNSYLVANIA

MARSHALLS CREEK—MOUNTAIN LAKE HOUSE. Active Poconos Resort. Modern Hotel and new cottage rooms. Lake, pool, golf, orchestra. Write for color booklet, Box TR.

TENNESSEE

MEMPHIS—HOTEL PEABODY. "The South's Finest—One of America's Best." 625 rooms with bath, downtown location, air-conditioned. RM Tues., 12:15.

TEXAS

DALLAS—HOTEL BAKER. Preferred address in Dallas. Home of famous Mural Room. 700 rooms air-conditioned. TV in guest rooms. F. J. Baker, GM. RM Wed., 12:00.

saved—are worth the cost of running this ship a whole year. Not to mention—"

The loudspeaker squawks again: WILL CIRCLE ONCE MORE, THEN DITCH—ENGINE SMOKING BADLY. OVER.

"Roger. Good luck!" the *Coos Bay* replies.

COMING DOWN.

Aboard the bomber nine men watch their pilot nurse her in. "I sure hope he drops this kite in right."

"Relax! He will." Radioman Smith has been in tight spots with his skipper before.

"Stand by for landing!" Parachutes are quickly discarded, life jackets checked, seat belts tightened.

And she hits.

At 10:31 A.M. Eastern Standard Time the plane touches down, stalling, tail-heavy. She kisses a wave crest, dragging the tail through it. For a moment it's like riding in a huge sea sled. Then she skids down the back side of the wave 50 feet and crashes to a stop.

"All hands! Abandon ship!"

Coolly, automatically, they break open the emergency hatches and climb out. A yellow rubber raft blooms open. In 30 seconds the plane breaks apart and starts down. In 90 seconds it's gone. But six men are safe on their raft, four men close by in their life jackets.

A scant 75 yards away is the *Coos Bay*, stopped, lowering her lifeboat with a speed born of routine, of training.

"Lower away fore and aft!" The blocks groan under the load.

" 'Vast lowering. Cast off aft. Cast off forward."

THE boat roars away, fighting the waves, climbing dizzily over each crest. Three minutes after ditching, the four men in the water are picked up. Eight minutes later they are climbing the cargo nets, safe.

Back goes the boat. And at 11 A.M. E.S.T. the following message is flashed to New York, 1,200 miles away:

ALL SURVIVORS ABOARD—NO APPARENT INJURIES.

As the *Coos Bay* steamed back to her 100-square-mile patch of ocean, the job was summed up by Lieutenant Commander Benkert, executive officer:

"I guess we can call that our ditching drill for the month, eh, Captain?"

But George M. Humphrey, Secretary of the Treasury, under whom the Coast Guard operates in time of peace, thought otherwise. He radioed the ship:

RESCUE OF THE NAVY PLANE'S CREW WAS IN THE BEST TRADITIONS OF THE COAST GUARD AS AMERICANS HAVE COME TO KNOW IT. WE ARE PROUD OF YOU.

And so they spend to save—human lives!

Fly *TWA* to the ROTARY INTERNATIONAL in SWITZERLAND

Your trip to the 48th annual convention next May will be even more pleasurable when you fly TWA . . .

HERE'S WHY:

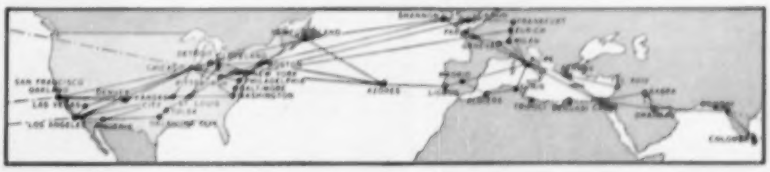
1. TWA is the *only* U.S. airline flying directly to Switzerland. Flying TWA offers you *extra* convenience!
2. When you go TWA, you can visit up to 18 cities for the fare to Rome! Fly TWA and turn your convention trip into a "Grand Tour."
3. Only TWA connects 60 U.S. cities directly with Europe. You get *one-airline service*...no transfer or luggage worries.
4. TWA offers a wide variety of services, fast frequent flights—including thrifty Sky Tourist and luxurious First Class *non-stop* to Europe.
5. With TWA's "Time Pay Plan" you're off to the convention with as little as 10% down, up to 20 months to pay!
6. TWA has offices throughout Europe staffed by American personnel to help make your trip more enjoyable.
7. TWA's helpful Travel Tips booklets and detailed city maps are designed to add to the pleasure of your trip abroad.

Enjoy *every minute* of your trip to Switzerland next year! *Specify* swift, dependable TWA when you write to the North American Transportation Committee.

Fly the finest... **FLY TWA**

TRANS WORLD AIRLINES

U.S.A.·EUROPE·AFRICA·ASIA



HUNDREDS OF IDEAS for BRONZE PLAQUES

FREE illustrated brochure shows hundreds of original ideas for reasonably-priced solid bronze plaques—nameplates, awards, testimonials, honor rolls, memorials, markers.

FREE Write for Brochure A. For trophy, medal, cup ideas, ask for Brochure B.

INTERNATIONAL BRONZE TABLET CO., INC.

Dept. 46, 150 West 22 St., New York 11

EVERYTHING YOUR CLUB NEEDS!

Emblems for Every Purpose

PAST OFFICER LAPEL BUTTONS
RINGS—CHARMS—SHIELDS—PLAQUES

Speaker's Stands • Cast Bronze Bells • Lapel Buttons • Luncheon Badges • Flags & Banners • Road Signs • Record Systems • Emblem Souvenirs

Send for Rotary Catalog

RH RUSSELL-HAMPTON CO.

303 W. Monroe St., Chicago 6, Ill.

SPEAKERS DESK for use on banquet tables, etc. 21" front x 16" high x 10" deep. A piece of furniture that most every club needs for the convenience of its speakers. A beautiful grain plywood, light and sturdy. Easily carried and stored. Finished in natural color. Rubber pad at each corner to prevent scratching. Desk has shelf for paper or books. Shipping weight 18 pounds.

Price $13.75

"OLD GLORY" MFG. CO.
431 South Dearborn St.
Chicago, Wabash 2-2070

Keep your magazines IN ACTION

File each issue in THE ROTARIAN Binder. Easy to operate, strong and durable, with a handsome deep blue burlap-grained Kingscraft cover, it will make an attractive addition to any library. Price is $4 delivered in the U.S., $4.50 in other countries.

THE ROTARIAN
1600 Ridge Avenue, Evanston, Ill.

HOBBY Hitching Post

A LIKING for mathematics, plus a strong desire for doing things the simple way, led ROTARIAN JULIAN CALHOUN, *of Spartanburg, South Carolina, deep into the intricacies of mechanical computation. What that means as a hobby—and what has evolved from it—he tells in the story that follows.*

I HAVE ALWAYS been especially interested in figures, though logarithms and calculus were over my head in school. Still, I easily learned to calculate the area of a circle or triangle, and later mastered surveying instruments for plotting terrain and map making. This early leaning toward mathematics and computing devices is now—and has been for nine years—revealing itself in a hobby that has produced, so far, two mechanical computers, one called a multivider, the other a calculex. The first of these devices I built with $10 worth of tools, using a kitchen table as my workbench.

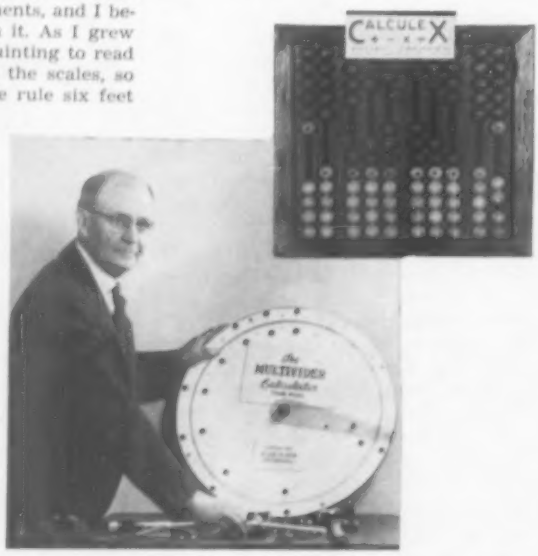
The multivider is a slide rule, but instead of being straight like a ruler, it is circular. It works, simply and quickly, any problem in multiplication or division, and users of slide rules will tell you that these two mathematical processes—multiplication and division—make up more than 90 percent of their computations. Of course, a slide rule will not take the place of a machine calculator that gives answers to the exact penny, or does problems with the decimal carried out to the thousandths. However, in computing estimates, checking invoices, or figuring proportional problems, the slide rule saves a great deal of time.

For more than 30 years I used the conventional ten-inch slide rule in computing insurance adjustments, and I became quite dependent on it. As I grew older, I found myself squinting to read the close graduations on the scales, so I decided to make a slide rule six feet long. I had some oak flooring cured and oiled for this giant-sized computer, but I gave up the idea for several reasons, one of which had to do with the lack of office space for a six-foot rule that would have to slide out nearly four feet farther each way in making some computations.

So, I turned to the idea of making a circular slide rule two feet in diameter. I spent about two hours a night for seven months on the job—and it really took some work! Especially difficult was the converting of the logarithmic scales from a straight slide rule to a six-foot circle. There were some 400 marks to make, and no two were separated by the same distance. When it was finished, I took it to the office and we used it for about a year, working out our problems in multiplication and division. I have long called it the largest slide rule ever made, and so far I have heard no denials.

Since that big two-footer, I have made many other multividers, though much smaller in size. One of the two sizes is 5¾ inches in diameter, its scales as long and as accurate as a 17-inch straight slide rule would be. The use of these multividers is so simple that the instructions for multiplication and division can be placed on the face of the instrument.

The other computing device I work with as a hobby is the calculex, which I call the "American abacus." It is a calculating device that uses beads, or counters, which slide on rods in the same way the Japanese and Chinese work their bead counters. However, my abacus is based on a decimal system, its beads running in value from one to ten, while the Japanese and Chinese abacus operates on a five basis, with the beads



Rotarian Calhoun with his two-foot circular slide rule, which he calls the "largest ever made." It has more than 400 scale markers on it. . . . (Upper corner) Another of this hobbyist's computers: the calculex, a bead device like the abacus.

"This is to be your desk, Hinkle. We are expecting great things from you."

below a central bar having a value of one, and those above the bar a value of five. I became interested in studying the abacus upon reading that a Japanese soldier, using his native counter, had outfigured an American soldier who used an electric calculator.

My calculex, with the beads operating up and down, uses a sponge-rubber pad inside the movable counters to keep them stationary until they are moved by hand. This feature enables a child to use the abacus without having the counters slide about and ruining a calculation. Also, the calculex has beads with the lower five in one color, the upper five in another color, thus adding to the unit's ease of operation. A few American schools are experimenting with the abacus for its visual advantages. I think it should be used from about the third to the seventh grades.

About two years ago I began building a calculex for use by the blind. In their classrooms some do use this kind of computer; it is called a soroban, another name for the abacus. However, the beads on these devices, I learned, scatter easily, and thus produce errors in calculation. In converting the calculex for the blind, it was necessary to arrange the cent counters in one group, the dollar counters in another, and to put a wider space between the columns.

The multivider has also been adapted for use by the blind, a process that required making the two revolving discs with Braille dots on them. I have tested many a blind student with the multivider and the calculex and have found that they can use both satisfactorily. This will always be a hobby with me, but someday I might start mass producing these computers for the blind. If I do, I'll be getting more pleasure from this hobby than I've ever had.

* * *

THE interest in Rotary commemoratives continues unabated. Latest evidence is that the Society of Philatelic Americans *Journal* has started a series of articles covering the stamps issued in celebration of Rotary's Golden Anniversary,* giving, in tabulated form, essential philatelic information such as first day of issue, process, perforation, paper, design, designer, engraver, and printer, together with any notes of special interest. The publishing address of the Society of Philatelic Americans is 340 North Pine Avenue, Chicago 44, Illinois.

* For a display of Rotary commemorative stamps, see THE ROTARIAN for January, 1956, pages 14-15.—EDS.

What's Your Hobby?

It need not take more than a moment to tell THE HOBBYHORSE GROOM *what it is; just drop him a note, and one of these months he'll list your name below. The one requirement: that you be a Rotarian or a member of a Rotarian's family. The one request: that you answer correspondence which may result from the listing.*

Stamps: Georgina Hickson *(15-year-old daughter of Rotarian—wishes to exchange stamps with young people aged 15-17 in countries other than Australia, New Zealand, U.S.A.)*, "Clearview," Amherst Road, Swan View, Australia.

Stamps: Kenneth M. Jones *(9-year-old son of Rotarian—would like to exchange stamps with boys of other countries)*, 34 Brooks St., Maynard, Mass., U.S.A.

Rocks and Minerals: Bob Howells *(11-year-old son of Rotarian—collects rocks and minerals; will exchange)*, Ashland, Nebr., U.S.A.

Stamps; Postcards: Mark R. Arnold III *(grandson of Rotarian—collects stamps, picture postcards; will exchange)*, 506 S. 12th St., Lebanon, Pa., U.S.A.

Antique Knives and Sabers: Col. C. E. Stafford *(will supply information about collection of 30 knives and sabers)*, 1914 Westerlund Dr., Medford, Oreg., U.S.A.

Recipes: Mrs. E. Green *(wife of Rotarian—collects cooking recipes; would like to have recipes from countries outside Australia)*, 30 Mountjoy Rd., Nedlands, Australia.

Aerophilately: Ir. P. A. van Schermbeek *(collects first or special flight airmail covers or cards; interested in obtaining crash cover of the Dutch K.L.M. plane Nijmegen, which crashed at Prestwick on October 21, 1948)*, Oud-Groevenbeek, Ermelo, The Netherlands.

Stamps: Jackson H. Rice *(wishes to exchange stamps of the British Commonwealth and Latin America with fellow Rotarians)*, Box 355, Richmond Hill, Ont., Canada.

Square Dancing: Mrs. Carrie J. Stahl *(wife of Rotarian—wants to exchange information about square-dance calls and steps and to learn more about the authentic folk dances of many lands)*, 75 Seymour Ave., Derby, Conn., U.S.A.

Coins: George M. Yocum II *(interested in purchasing or exchanging old U. S. coins)*, Main and Line Sts., Lansdale, Pa., U.S.A.

Buttons: Mrs. M. L. Mowrey *(wife of Rotarian—collects old buttons and bridle buttons)*, Churubusco, Ind., U.S.A.

Pen Pals: The following have indicated their interest in having pen friends:

Peggy Smith *(16-year-old daughter of Rotarian—enjoys art, music, stamps, dancing, movies, reading, swimming; wishes pen friends outside Union of South Africa)*, 16 High St., Worcester, Cape Province, Union of South Africa.

D. Natarajan *(17-year-old son of Rotarian—interests include stamps, postcards)*, Cantonment Rd., P. O. Box 55, Cuttack, India.

Martha Nichols *(13-year-old daughter of Rotarian—wishes English-speaking girl pen pal in Switzerland; likes cooking, postcards, dancing, ice skating)*, 60 Speen St., Natick, Mass., U.S.A.

Mary Jeanne Woodfin *(15-year-old daughter of Rotarian—likes stamps, reading, sports, swimming, dancing collecting lamb figurines)*, 2402 North First, Grand Junction, Colo., U.S.A.

Ven Ilano *(son of Rotarian—wishes pen friend in U.S.A., aged 16 to 20; hobbies include postcards, school pennants, drawing, painting, movies, sports, reading)*, 177 General Echavez St., Cebu, The Philippines.

Roanne Rogers *(13-year-old daughter of Rotarian—wishes girl pen pal in Scotland or Ireland)*, 73 Rockwell Ave., Naugatuck, Conn., U.S.A.

Helen Bedford *(15-year-old daughter of Rotarian—wishes pen pals outside U.S.A. and Canada; hobbies include swimming and other sports, collecting stamps, cheese labels)*, 160 W. St. N., Orillia, Ont., Canada.

Nancy Moss *(9-year-old daughter of Rotarian—enjoys animals, swimming, arts, crafts)*, 6 Blake St., Bellows Falls, Vt., U.S.A.

Dorothy Waggot *(10-year-old daughter of Rotarian—interests include postcards, stamps, swimming, ice skating, horses)*, Rt. 1, Marshall, Mich., U.S.A.

—THE HOBBYHORSE GROOM

Monroe FOLDING BANQUET TABLES

If you are on the Board of your Church, Lodge, Club, School, etc., you will be interested in this modern Folding Banquet Table.

AND MONROE TRUCKS

Completely finished tops, resistant to most serving hazards. Used with or without table cloths.

Write for Table and Truck Catalog and special price discounts to institutions and organizations.

Monroe Co., 17 Church St., Colfax, Iowa

Write your own success story

Own a Zesto Store

There's a lot of satisfaction in owning a business of your own. Even more satisfying when that business begins to grow and prosper through your own efforts. Owning a Zesto Dairy Confection store can bring you this thrill of success. More than that, you'll quickly realize a substantial profit on your initial investment.

If ownership alone appeals to you, Zesto stores are good investments. You own the land and the building. The store is leased to another party to operate. You still get a healthy return on your investment. Write today for free, information-packed, illustrated brochure.

ZESTO, Dept. C, Rockton, Illinois

"ALOHA WEEK"

VACATION IN HAWAII

14 DAYS 14 NIGHTS $465 PLUS $34 TAX

OCT.-NOV., 1956

ALOHA WEEK is to Hawaii what Mardi Gras is to New Orleans. Ancient Polynesian life and culture is restaged and modern Hawaii, a world famous melting pot of all races, expresses itself in a festival week of reminiscence, fun, and frolic. This gala period offers the greatest concentration of vacation values in the only American land previously ruled by kings and queens.

TOUR PRICE INCLUDES

Airplane roundtrip between West Coast and Hawaii, residence at the new deluxe Reef Hotel, sightseeing drives, parties, all the major ALOHA WEEK events, and tour services. Lurline passage and residence at other hotels at adjusted rates.

FOR OFFICIAL FOLDER, WRITE TO:

HOWARD TOURS, INC.

578 GRAND AVE. • OAKLAND 10, CALIF.

Stripped GEARS

My Favorite Story

Two dollars will be paid to Rotarians or their wives submitting stories used under this heading. Send entries to Stripped Gears, THE ROTARIAN *Magazine, 1600 Ridge Avenue, Evanston, Illinois. Here is a favorite story of Peter F. Hansen, a Manning, Iowa, Rotarian.*

When I stopped to sell a farmer some hail insurance, I found him out in the hog lot with rod and reel casting into a hog wallow. As he paid no attention to me, I called on his neighbor, whom I also found out in the hog lot. He too was near a hog wallow, but he had a small piece of rope, which he would pull up with a jerk every so often. I hailed him and asked him what was wrong with his neighbor.

"Oh, him?" he said. "Well, you know that because of low hog prices, he has lost a lot of money, and he thinks he might fish a profit out of that hog lot."

"Well," said I, "he must be crazy."

"Oh, I wouldn't say that," was his reply. "Just as soon as I get this outboard motor started, I'll be right up there to help him."

Perchance to Dream

When I'm weary, one night's sleep
Seems so scant it hardly pays;
What I'd love is three nights' sleep
Without the intervening days!

—MAY RICHSTONE

Ten Ages of Man

With what age would you label these steps in man's development?

1. Entry into world with certain equipment. 2. Early period of playfulness. 3. Growing awareness of outside world. 4. Period of outlawry. 5. Yen to see the outside world. 6. Mastery of personal affairs. 7. Acquiring family ties. 8. Settling down. 9. Attaining success in work. 10. Reversion to childhood.

This quiz was submitted by Elizabeth E. Barnes, of Kansas City, Kansas.

Monthly Spelldown

The nine five-letter words defined below spell out the name of a month. The first letters of the words reading down spell out the month, and the last letters reading down also spell out the name of the same month.

1. Air cavity of the body. 2. To rub out, efface. 3. Somewhat fat. 4. Offer an inducement for wrong doing. 5. To wear away soil by water. 6. Female title of courtesy. 7. Publishers' advertisement on book jacket. 8. Run away and get married. 9. Electronic locating device.

This quiz was submitted by Isabel Williams, of St. Clair Shores, Michigan.

The answers to these quizzes will be found in the next column.

Twice Told Tales

Two automobile mechanics were heard discussing upholstery materials.

One said, "Which do you prefer, leather or fabric upholstery?"

The other mechanic replied, "I like fabric; leather is too hard to wipe your hands on."—*Rotary Realist*, LASALLE, ILLINOIS.

"Pilot to control tower! Pilot to control tower! I'm coming in. Please give me landing instructions."

"Control tower to pilot! Control tower to pilot! Why are you yelling so loud?"

"Pilot to control tower! I don't have a radio!"—*The Summit*, REVELSTOKE, BRITISH COLUMBIA, CANADA.

"It's not easy to get ahead in this world," a businessman of my acquaintance assured a young friend. "As a lad I started out at the bottom. I worked, struggled, sweated, climbing the ladder of life hand over hand, rung by rung."

"And now," interposed the friend, "you are a great success?"

"Well, no," admitted the businessman, "but I'm getting mighty good at climbing ladders."—*Rotary Bulletin*, BEARDSTOWN, ILLINOIS.

The boss called the new stenographer into his office. "Miss Gann," he said, "you're the best-looking girl we ever had working in this office."

A pleased look came into the girl's eyes—but wait, there was to be more.

"You dress well. You have a nice voice. You make a good impression on the public. And your deportment is of the highest."

"Oh, thank you," the girl said. "Your compliments are very pleasing."

"Enjoy them to the fullest," returned the boss, "because we are now going to discuss your spelling, punctuation, and typing."—*The Nutmeg*, BRIDGEPORT, CONNECTICUT.

When a man puts his foot down, his wife's probably finished vacuuming under it.—*Rotary Chips*, ROSELLE-ROSELLE PARK, NEW JERSEY.

Much Adieu

Don't act so cheerful;
You're not alone yet:
They said they must—*but*
They haven't gone yet.

—EDWARD A. LAWRENCE

Answers to Quizzes

TEN AGES OF MAN: 1. HERITAGE. 2. HADINAGE. 3. EXPIONAGE. 4. BRIGANDAGE. 5. PILGRIMAGE. 6. MANAGE. 7. PREMIAGE. 8. ANCHORAGE. 9. FORIAGE. 10. DOTAGE.

MONTHLY SPELLDOWN: The month is September. 1. Sinus. 2. Erase. 3. Plump. 4. Tempt. 5. Erode. 6. Madam. 7. Blurb. 8. Elope. 9. Radar.

Limerick Corner

The Fixer pays $5 for the first four lines of an original limerick selected as the month's limerick-contest winner. Address him care of *The Rotarian* Magazine, 1600 Ridge Avenue, Evanston, Illinois.

• • •

This month's winner comes from A. W. Bishop, a La Tuque, Quebec, Canada, Rotarian. Closing dates for last lines to complete it: September 15. The "ten best" entries will receive $2.

DEEP BLUE, SEE?

A swimmer whose name was MacFee
Was a mile and a half out to sea
When he suddenly said,
"This is over MY head,

. . . . . .

HEAD FIRST

Here again is the bobtailed limerick presented in *The Rotarian* for March:

A village headmaster named Brown
Said, "Boys, take this written work down."
But one boy named Cade
The "head" disobeyed,

. . . . . .

Here are the "ten best" last lines:

For which Cade won disputed renown.
(C. H. Oman, member of the Rotary Club of Garnett, Kansas.)

The sequel: Cade could not sit down!
(W. N. Kelly, member of the Rotary Club of Vancouver, B. C., Canada.)

Now they call him the clown of the town.
(Mrs. Ivan H. Spangler, wife of a Cortland, New York, Rotarian.)

And boarded the next bus to town.
(Mrs. H. N. Holdroyd, wife of a Holmfirth, England, Rotarian.)

Now guess who is wearin' the crown.
(Akey R. Smith, Secretary of the Rotary Club of Plattsburg, Missouri.)

And sat looking at Brown with a frown.
(Alfred H. Prewitt, member of the Rotary Club of Fayetteville, North Carolina.)

Cade's mutiny won him a "crown."
(Mrs. D. W. Carver, wife of a Muscatine, Iowa, Rotarian.)

Which wrote "finis" to Cade's cap and gown.
(Roy D. Tabor, member of the Rotary Club of Tifton, Georgia.)

Alas, now he looks around town.
(Herbert L. Keyton, member of the Rotary Club of Savannah, Georgia.)

"Not me," he said, "I would rather drown."
(G. Rapaport, member of the Rotary Club of Naharlya, Israel.)

Printed in U.S.A.—W. F. Hall Printing Co.

If it weren't for brand names

You'd have to be a tailor to know a good suit

You never see the most important parts of a suit, thousands of inside stitches, padding, stiffening and seams. But if they're not right, your suit won't look like much in a very short while.

As a customer, it's up to you to get the best suit for your money.

How do you do it? How can you pick one suit out of hundreds in a store, and know you're right? In fact, how can you be sure you're right about anything you buy?

The answer is simple. You follow the first rule of safe and sound buying:

A good brand is your best guarantee

No matter what kind of product you're buying, you know a good brand won't let you down. The maker stands back of it, ready to make good if you're not satisfied. And so—you know you're right.

The more good brands you know, the surer you are about buying. It pays to find out about them in this magazine. They can help you cut down on buying mistakes, get more for your money.

BRAND NAMES FOUNDATION
Incorporated
A Non-Profit Educational Foundation
437 Fifth Ave., New York 16, N. Y.

A GOOD BRAND
IS YOUR BEST GUARANTEE

A Magazine with Top-Flight Readership

WHEN YOU'RE FACED WITH THE PROBLEM OF REACHING BUSINESS AND CIVIC LEADERS IN **LATIN AMERICA** USE **REVISTA ROTARIA.**

OF ITS SUBSCRIBERS—

18,722 ARE IN INDUSTRY
13,755 ARE IN BUSINESS
5,731 ARE IN GOVERNMENT AND PROFESSIONS
38,208 TOTAL (ABC) NET PAID CIRCULATION

OF THEIR BUYING POWER—

91% IN INDUSTRY AND BUSINESS HAVE THE AUTHORITY TO BUY, SPECIFY, OR APPROVE PURCHASES IN THEIR FIRMS . . . *and note this plus influence*—as 21% of the subscribers currently serve in elected or appointed offices, they have effective influence on government purchases.

REVISTA ROTARIA 1600 RIDGE AVENUE EVANSTON, ILLINOIS

38,208 Average Net Paid (ABC) Circulation Dec. 1955